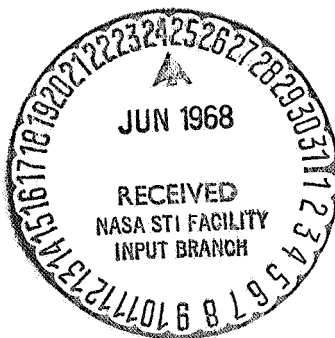


**JOHN F. KENNEDY
SPACE CENTER**

GP-532
June 14, 1968

MANAGEMENT

A SELECTIVE BIBLIOGRAPHY



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PREFACE

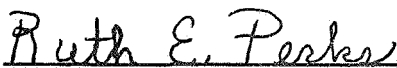
"Do you have any books on management?" is a question frequently asked the KSC Library staff. The answer given is "Yes, sir! What phase of management is of particular interest to you?" This bibliography has been compiled to give managers and students of management in the KSC Community an overview and an awareness of Library resources in this critical discipline.

The industrial growth of the United States is conceivable only in light of Henri Fayol's statement that, "Management...is an activity spread, like all other activities, between head and members of the body corporate." These activities, regardless of their size, "require planning, organization, command co-ordination and control...to function properly."

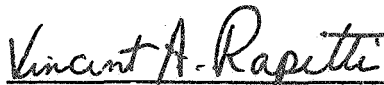
These same beliefs were expounded, albeit from varying points of reference, by the great American pioneers in scientific management: Frederick Winslow Taylor, Mary Parker Follett, and by one of management's greatest practitioners, Alfred P. Sloan, the organizational genius whose philosophy prepared the groundwork for General Motors Corporation's present towering position. President Franklin D. Roosevelt recognized the importance of management when he stated in a cover letter for the Report of the President's Committee on Administrative Management, 1937, "a government without good management is a house builded on sand."

Even with these basic concepts and philosophies to serve as guidelines and the practical management experience gained in World War II, President Kennedy's proposal "of landing a man on the moon and returning him safely to Earth" by 1970, focused worldwide attention on America's management and technological skills. The complex task of effectively organizing the nation's technical resources for space research and exploration has demanded the coordinated participation of those in government and industry alike. The development and institution of highly sophisticated management concepts have been essential factors in this marshalling of national resources.

The bibliography is arranged alphabetically by title. An author and subject index has been included to facilitate finding materials. Entries have been annotated only when the compiler was able to examine the book. Representative titles have been included for subjects such as insurance, economics, and accounting. An appendix which lists periodicals wholly or partially devoted to management subjects has been included. This bibliography will complement Management: a continuing literature survey NASA SP-7500.



Ruth E. Perks
Assistant to the LTV Librarian



Vincent A. Rapetti
LTV Librarian

1. AGC CONTRACTS CONFERENCE, COLORADO SPRINGS COLORADO, SEPT. 20-21, 1962. Associated General Contractors of America. 1963 (HD3858/A849)

"The Associated General Contractors of America undertook the first AGC Contracts Conference, dealing with federal contract issues, in recognition of the importance of public works and defense construction to the nation and to the construction industry, and with the hope that the conference would lead to a better understanding of the respective responsibility and authority that the government and the contractor assume when they enter into a contract." Editor

2. ACCOUNTANTS' COST HANDBOOK. R. I. Dickey. Ronald 2nd ed 1960 refs (HF5686.C8/D551)

"The purpose of this Accountants' Cost Handbook is to synthesize from the vast literature of the whole field of accounting for manufacturing costs the important facts, the fundamental principles, and the tested procedures upon which effective analysis and control of costs can be based. This comprehensive information is presented in clear, concise terms, appropriately supplemented with examples and illustrations of proven applications and thoroughly organized for quick and easy reference." Publisher

3. ACCOUNTING AND ANALYTICAL METHODS; MEASUREMENT AND PROJECTION OF INCOME AND WEALTH IN THE MICRO- AND MACRO-ECONOMY. R. Mattessich. Irwin 1964 refs (HF5635/M435)

"The purpose of this study is to present a unified frame of accounting and to acquaint the reader with new significant developments in this discipline . . . This work pivots on the foundations of accounting; its foremost concern is to clarify accounting concepts, a prerequisite for the application of analytic methods in a more narrow sense." Author

4. ACCOUNTING FOR DEFENSE CONTRACTS. H. W. Wright. Prentice 1962 refs (HD3858/W949)

"Defense contract accounting is a specialty within accounting. Few non-Government accountants have specialized in it. This book is therefore written also for the public and industrial accountants whose work requires a knowledge of defense contract accounting. It is written also for Government auditors, particularly those at or near the entrance levels, so that they may be better equipped to perform their assigned tasks." Author

5. ACCOUNTING FOR MANAGEMENT: PLANNING AND CONTROL.
R. M. Lynch. McGraw 1967 (HD47/L987)

This book attempts to present the usefulness of accounting for informing management decisions in planning and control. It includes a chapter on Human Relations and Responsibility Accounting and a glossary of accounting terms is appended.

6. ACCOUNTING GUIDE FOR DEFENSE CONTRACTS. P. M. Trueger.
Commerce Clearing House 5th ed 1966 refs (HD3858/T866/1966)

"This fifth edition contains a completely revised, up-to-the-minute analysis of Government procurement policies and practices. It has been significantly expanded to provide the best possible advice and counsel to contractors by a balanced mix of (1) citations of pertinent legislation, regulations, and judicial and quasi-judicial decisions; (2) authoritative interpretations and views by Governmental and industry officials; and (3) the results of the extensive, practical experience in this field by the author and many of his associates and colleagues." Author

7. ACCOUNTING IN BUSINESS DECISIONS: THEORY, METHOD, AND USE.
H. A. Black and J. E. Champion. Prentice 1961 refs (HF5635/B628)

"We have attempted to present a solid theoretical foundation, focusing our attention upon the basic similarity of the accounting problems faced by different businesses rather than being content to describe their differences . . . We have explained thoroughly a variety of uses of accounting information by business management in appraising, planning, and controlling enterprise operations, but we think that it is improper to present accounting solely as a tool of business management." Author

8. ADMINISTERING RESEARCH AND DEVELOPMENT: THE BEHAVIOR OF
SCIENTISTS AND ENGINEERS IN ORGANIZATIONS. C. D. Orth et al. Irwin
1964 (T175.5/077)

This book presents 36 case studies of research and development management. These cases reveal what is presently being done, what problems are most prominent, and what resources of skill and knowledge are employed against the problems in the field of R&D management.

9. ADMINISTRATION: THE ART AND SCIENCE OF ORGANIZATION AND MANAGEMENT. A. Lepawsky. Alfred A. Knoff 1960 refs (JF1321/L593)

"This book deals with a field of human experience known as administration. Administration is sometimes referred to by specialized words such as management or organization, by particular terms such as executive work, or by general concepts such as public administration. Regardless of the name or nature of this supposedly new science, it is an art and technique which reaches far back into the experience of civilized man. For this reason, we include in this book ideas about administration presented by many authorities ranging from Aristotle and Socrates to Wilson and Stalin." Author

10. ADMINISTRATIVE ACTION: THE TECHNIQUES OF ORGANIZATION AND MANAGEMENT. W. H. Newman. Prentice 2nd ed 1963 refs (HD31/N556)

"This book is still built around the underlying processes of planning, organizing, assembling resources, supervising and controlling. With respect to each of these processes, the book seeks to (1) sift out from diverse sources basic knowledge about the process, (2) state these ideas in a practical and operation form, and (3) add new insights and interpretations that will assist executives in administering dynamic enterprises." Author

11. ADMINISTRATIVE BEHAVIOR: A STUDY OF DECISION-MAKING PROCESSES IN ADMINISTRATIVE ORGANIZATION. H. A. Simon. Macmillan 2nd ed 1960 refs (HD31/S594)

"In this book Professor Simon gives us an important contribution to the social science of formal organization and administration." Chester I. Barnard

12. ADMINISTRATIVE CONTROL AND EXECUTIVE ACTION. B. C. Lemke and J. D. Edwards, eds. Merrill 1961 refs (HD30/L554)

"The purpose of this book of over seventy readings is to provide a balanced, concise, and varied source for the study of the many-sided aspects of control. It should appeal to those who must exercise control because of their responsibilities, and to those who must study and teach control because of its fundamental importance in administration." Editor

13. ADMINISTRATIVE FINANCIAL MANAGEMENT. J. F. Bradley. Holt, 1964 refs (HF5550/B811)

No abstract.

14. AN ADMINISTRATIVE HISTORY OF NASA, 1958-1963. R. L. Rosholt. Prepared under the auspices of the NASA Historical Staff G.P.O. 1966 refs (Ref/TL521/U58h) (NASA/SP4101)

"The study focuses on NASA administrative matters, not on the specific content of NASA's programs and policies. It has an historical framework rather than a topical one. The first five chapters cover the antecedents and first years of the National Aeronautics and Space Administration. The remaining four chapters deal with the change in political administrations and the acceleration of the space program in 1961 and the organizational consequences through 1963." Author

15. ADMINISTRATIVE ORGANIZATION. J. M. Pfiffner and F. P. Sherwood. Prentice 1960 (HD31/P529)

This book attempts to reach a middle ground between the mechanistic engineering approach and the behavioral approach to organizational study.

16. ADVANCED ACCOUNTING: AN ORGANIZATIONAL APPROACH. N. M. Bedford et al. Wiley 2nd ed 1967 (HF5635/B411)

"We have reorganized the materials of advanced accounting to provide a logical learning sequence in five parts:

Part I - Formation of the business organization
Part II - Maintenance of the business organization
Part III - Expansion of the business organization
Part IV - Contraction of the business organization
Part V - Liquidation of the business organization." Author

17. ADVANCED TECHNIQUES OF MACHINE AND MANPOWER SCHEDULING AND LOADING. E. D. Scheele. Materials Management Institute 1962 (HD31/S315)

No abstract.

18. **ADVANCES IN SPACE SCIENCE AND TECHNOLOGY.** v. 7.
F. I. Ordway III, ed. Academic 1965 refs (TL787/A244/Vol. 7)

The chapter entitled "Organization and Management of Space Programs" by F. E. Kast and J. E. Rosenzweig (p 273-364) is particularly valuable. Program management, systems concepts, and research and development management are discussed in their relation to the space program.

19. **ANALYSIS FOR PRODUCTION AND OPERATIONS MANAGEMENT.**
E. H. Bowman and R. B. Fetter. Irwin 3rd ed 1967 refs (HD38/B787)

"The orientation of this book is one of analysis of the economic problems of production and operations management. We attempt in this book to present these methods of analysis, most of which are quantitative and involve mathematics." Author

20. **ANALYSIS OF FINANCIAL STATEMENTS.** H. G. Guthmann. Prentice
4th ed 1953 (HF5681.B2/G984)

"The purpose of this book is to explain how financial statements are read and understood. The needs of the banker, the credit man, the investor, and the business executive, rather than those of the accountant who constructs these statements, are given first place." Author

21. **THE ANALYSIS OF ORGANIZATIONS.** J. A. Litterer. Wiley 1965
refs (HD31/L777a)

This book brings together material on organizational theory gathered from the fields of sociology, social psychology, and management science. The author attempts to present tools for diagnosing organizational problems and making decisions for the design and development of organizations.

22. **APPLIED BUSINESS AND ECONOMIC STATISTICS.** Y. Chou. Holt
1963 refs (HA29/C552)

This book provides an elementary introduction to applied business and economics. The author stresses basic ideas and principles, the criteria involved in their application, and the interpretation of results. His aim is to help the reader understand statistical results although the reader might not be able to produce these results.

23. APPRAISING MANAGEMENT PRACTICES AND PERFORMANCE.
S. R. Michael. Prentice 1963 (HD38/M621)

"This book describes the techniques of the Management Audit, the objective, comprehensive study of the business organization or some part of it, for the purpose of successfully adapting it to changes in its environment and to resolve specific internal problems that have occurred because of those changes, as well as to enable the organization to take advantage of special opportunities for change. Two features of the book should be noted especially. The first is the step-by-step exposition of how to conduct the management audit which should prove equally useful to managers who initiate the management audit as well as the auditors who plan and execute it. The second feature is a model of business organization which provides a frame of reference for the audit and enables the managers and auditor to recognize all of the implications of a business problem or opportunity." Author

24. AUTOMATION; IMPLICATIONS FOR THE FUTURE. M. Philipson, ed.
Vintage Books 1962 refs (HD6331/P555)

"Anticipating the gigantic changes that Automation will bring to economic, social, and political organization, eighteen specialists here examine the implications of Automation for industry, labor, theory, government, the social sciences, education, and leisure." Publisher

25. AUTOMATION: ITS IMPACT ON BUSINESS AND PEOPLE. W. S. Buckingham.
Harper 1961 (HD45/B923)

No abstract.

26. BASIC BUSINESS FINANCE: TEXT AND CASES. P. Hunt et al. Irwin
3rd ed 1966 refs (HG173/H942)

"This book is concerned with the finance function of business and how it can be carried out effectively . . . It is written from the point of view of the chief financial officer in an operating business . . . The primary emphasis in the book is on financial decision making and administration in a going concern." Author

27. BASIC MARKETING; A MANAGERIAL APPROACH. E. J. McCarthy. Irwin 1964 refs (HF5415/M121)

This book presents marketing problems from a managerial point of view, and stresses the role of marketing and marketing management in the operation of our economic system. The marketing strategy takes place in a dynamic social and political environment.

28. BEHIND THE EXECUTIVE MASK; GREATER MANAGERIAL COMPETENCE THROUGH DEEPER SELF-UNDERSTANDING. A. J. Marrow. American Management Association 1964 refs (HF5500/M361)

This book applies the findings and methods of the human sciences to the art of management. It serves as a bridge to link scientific knowledge of human behavior to the economic objectives of a company.

29. BUDGETING: PROFIT-PLANNING AND CONTROL. G. A. Welsch. Prentice 1957 (HF5550/W458)

No abstract.

30. BUSINESS AND SOCIETY. J. W. McGuire. McGraw 1963 refs (HF5343/M148)

"It is the purpose of this book to discuss and to clarify the role of business in our modern society. We shall examine several of the significant relationships which exist between business and the social, political, and economic environment in the United States. We shall try to understand these relationships: why they are important, what they are, and how they came about. We shall explore the growth and development of capitalism, American business institutions, and business thought; but our emphasis will be mainly on the interconnections between business and other institutions in our culture and on the role of business in our modern society." Author

31. THE BUSINESS CONSCIENCE. L. H. Hodges. Prentice 1963 (HF5386/H688)

The author delves into his rich experience in private business and as Secretary of Commerce, 1961-1965, to illustrate the need for business morality in today's society.

32. BUSINESS DATA PROCESSING. E. M. Awad. Prentice 1965
refs (HF5548.2/A964)

"The objective of the book is to provide the student of business administration with a basic and thorough understanding of data-processing principles, to acquaint him with the equipment, and to analyze and describe the impact of these principles on the business environment." Author

33. BUSINESS ENTERPRISE IN ITS SOCIAL SETTING. A. H. Cole.
Harvard University 1959 refs (HB601/C689)

The author studies the problem of economic growth and attempts to build a bridge between the history and theory of entrepreneurship. "Entrepreneurship in Underdeveloped Areas" is one of the subjects discussed as well as "Entrepreneurship and Business Organization."

34. BUSINESS FINANCIAL MANAGEMENT. G. W. Cooke and E. C. Bomeli.
Houghton Mifflin. 1967 refs (HD5550/C772)

"Business Financial Management is designed for the undergraduate course in basic finance. It is written from the view-point of the financial manager of a firm and deals with the concepts and techniques he uses in making correct decisions on obtaining and using funds . . . We have tried to join the traditional, the managerial, and the economic frameworks in a workable text." Author

35. BUSINESS IDEAS: HOW TO CREATE AND PRESENT THEM. | S. S. Price
Harper 1967 (PN4121/P946)

No abstract.

36. BUSINESS IN A DYNAMIC SOCIETY. D. J. Hart. Macmillan 1962
refs (HF5351/H325)

"There are two main purposes which this book is intended to serve. The first is to develop a meaningful frame of reference for the subsequent study of business in depth. The main effort therefore is directed to exploring the internal and external environment of business enterprise, and to analyzing the principal effects of these environmental elements upon the conduct of business affairs. The second purpose is to provide an understanding of the role and function of business in the context of a total social order. To this extent this book constitutes a general education approach to business and economics in relation to the other major social science fields." Author

37. BUSINESS ORGANIZATION. W. L. McNaughton. Littlefield
1963 refs (HD31/M169)

This book provides an outline of the essential features of the world of business. Business and society, managerial tools and techniques, business finance, production, marketing, and personnel management are discussed.

38. BUSINESS PAMPHLETS AND INFORMATION SOURCES; A GUIDE TO CURRENTLY AVAILABLE PAMPHLETS, REPRINTS AND PAPERBACKS IN THE FIELD OF BUSINESS, AND TO ORGANIZATIONS AND GOVERNMENT AGENCIES WHICH ARE SOURCES OF BUSINESS INFORMATION; ARRANGED BY SUBJECT. R. Alexander, ed. Exceptional Books 1967 refs (Ref/Z7164.C81/A377)

No abstract.

39. BUSINESS POLICIES AND MANAGEMENT. W. H. Newman and J. P. Logan, South-Western 4th ed 1959 refs (HF5351/N556)

This book has been designed to provide the reader with an integrated viewpoint on business operations. The major features of this book are (a) a systematic approach to company-wide problems, (b) an emphasis on actual business problems, and (c) insights into the administrative processes necessary to carry out policies.

40. BUSINESS SYSTEMS. Systems and Procedures Association rev ed 1966 refs (HF5500/S995)

No abstract.

41. CPM IN CONSTRUCTION MANAGEMENT; SCHEDULING BY THE CRITICAL PATH METHOD. J. J. O'Brien. McGraw 1965 refs (HD9717/013)

No abstract.

42. CAPITAL BUDGETING; TOP-MANAGEMENT POLICY ON PLANT, EQUIPMENT, AND PRODUCT DEVELOPMENT. J. Dean Columbia University 1951 refs (HD50/D281)

This book presents an economic approach to executive decisions on internal investments. Relatively little attention is given to procedures and administrative routine since the main emphasis of the book is on the substantive issues of getting and spending capital.

43. CHANGES AND CHANGED CONDITIONS. George Washington University 1962 (Government Contracts Monograph No. 3) refs (HD3858/G349)

"This monograph contains edited versions of four talks given at the Conference on United States Government Construction Contracts on November 6-7, 1961 . . . The one-half day session covering Changes and Changed Conditions provoked great interest and discussion among the registrants indicating the importance of these clauses in the day-to-day performance of a construction contract." Editors

44. CHANGING ORGANIZATIONS; ESSAYS ON THE DEVELOPMENT AND EVOLUTION OF HUMAN ORGANIZATION. W. G. Bennis. McGraw 1966 refs (HM131/B472)

"This book of essays approaches the problem of change from many different angles, all of which focus on the cause and consequences of change in organizational behavior. In a way . . . these essays reveal my favorite intellectual preoccupations: (1) the problems of change, (2) how they affect human organizations and (3) what the behavioral sciences can do about directing the rate, shape, and consequences of change." Author

45. COMMON BODY OF KNOWLEDGE REQUIRED BY PROFESSIONAL MANAGEMENT CONSULTANTS. Association Planning Committee. Association of Consulting Management Engineers 1957 (HD38/A849)

An extensive glossary of management terms has been included. "This report identifies or defines the common body of knowledge required by professional management consultants without attempting to describe it in detail or to specify how it shall be obtained." Forward.

46. COMMUNICATION IN MANAGEMENT; THE THEORY AND PRACTICE OF ADMINISTRATIVE COMMUNICATION. C. E. Redfield. University of Chicago rev. i.e. 2nd ed 1958 refs (HF5549.5C6/R315)

"Communication in Managment was written to answer the executive's need for a guide to the communication problems he meets in his daily work: giving orders, stating and disseminating policy and procedure, transmitting information to employees, gathering information, interviewing, polling, conferring, and exchanging information within the managerial and professional echelons." Publisher

47. THE COMPLETE GUIDE TO INVESTMENT ANALYSIS. R. E. Badger. McGraw 1967 (HG4521/B135)

No abstract.

48. COMPLEX ORGANIZATIONS; A SOCIOLOGICAL READER. A. Etzioni. Holt 1961 refs (HM131/E84)

No abstract.

49. THE COMPUTER AGE AND ITS POTENTIAL FOR MANAGEMENT. G. Burck and Editors of Fortune. Harper 1965 (HF5548.2/B948)

This book discusses the effects of the "computer revolution" on American business. Written for the informed layman, it examines the various kinds of computers and their uses. The author feels the computer's greatest achievement is that it enables an executive to use facts rather than numbers as a basis for decision making.

50. THE COMPUTER AND THE EXECUTIVE. J. Kanter. Prentice 1967 (HF5548.2/K16)

No abstract.

51. **COMPUTER DYNAMICS IN PUBLIC ADMINISTRATION.** B. G. Schumacher. Spartan Books 1967 refs (JK468.A8/S392)

"This is an account of a new body of knowledge in the field of public administration and automation. The relationship of computers and public administration is presented as part of the historic evolution of a public administration and particularly as part of the scientific management phase. Certain ideas about computers are questioned, and present evolutionary stages of computer uses in public service are presented." Author

52. **COMPUTER TECHNOLOGY--CONCEPTS FOR MANAGEMENT; PAPERS PRESENTED AT A SYMPOSIUM CONDUCTED BY INDUSTRIAL RELATIONS COUNSELORS, INC, HELD AT GREENWICH, CONNECTICUT, MAY 7-8, 1964.** Industrial Relations Counselors 1965 (Ref/HD45/C738)

"The subject matter for this third symposium reflects the increasing popularity of the computer as an aid in handling standard business problems, as a device for better coping with the structure and function of industrial organizational units, and as a mechanism for causing changes in the social and economic structure of our communities." R.A. Beaumont

53. **COMPUTERS AND PEOPLE; BUSINESS ACTIVITY IN THE NEW WORLD OF DATA PROCESSING.** J. A. Postley. McGraw 1960 (HF5548/P858)

No abstract.

54. **COMPUTERS IN BUSINESS MANAGEMENT.** J. Dearden. Dow Jones-Irwin 1966 refs (HF5548.2/D285)

"In deciding upon the coverage of this book, I was guided by the following:

1. I included only material that I thought would be useful to the manager or the student of management.
2. I included only those areas of business that have been affected by the computer. For example, such subjects as mathematical decision-making techniques, not dependent upon the computer, were excluded.
3. I considered only management problems that are related to the computer. For example, the problem of what information should management be given has been completely ignored." Author

55. **CONCEPT OF THE CORPORATION.** P. F. Drucker. Beacon 1960 (HD2731/D794)

This book on the social and political problems of industrial society does not attempt to give answers. Instead, it brings into focus the relationship between a big corporation and a free industrial society.

56. **CONCEPTS IN MANAGEMENT SCIENCE.** D. J. Clough. Prentice 1963 refs (HD38/C647)

"The book was originally conceived to fill a need in an undergraduate industrial engineering course, with the hope that it might also be useful to people involved in economic analysis, operational research, and industrial management." Author

57. **CONOVER-MAST PURCHASING DIRECTORY.** Conover-Mast Publications 1967 (Ref/T12/C753)

This Directory, published annually, lists manufacturers supplying the industrial market, showing product lines and approximate number of employees. Addresses and telephone numbers of manufacturers are shown for all product listings.

58. **CONTROL AND MANAGEMENT OF CAPITAL PROJECTS; DYNAMIC ESTIMATING, CONTROL, AND MANAGEMENT BY OWNER CORPORATIONS OF THE COST, TIME, AND VALUE OF ENGINEERING-CONSTRUCTION PROJECT.** J. W. Hackney. Wiley 1965 refs (HD47.5/H123)

This book presents powerful control techniques which help guide the most complex projects toward minimum cost, on-time completion, and profitable operation. These techniques can be used by organizations of all sizes. An appendix on analysis of estimation accuracy and a checklist for detailed definition rating is included.

59. **CONTROL AND REDUCTION OF MAINTENANCE COSTS - AN IEI ABSTRACT.** R. E. Reul. Massachusetts Industrial Education Institute 1964 (HD69.M3/R443)

No abstract.

60. CONTROL OF MAINTENANCE COST. M. Schiff and J. Schirger. National Association of Accountants 1964 refs (HF5601/S333)

No abstract.

61. CONTROL TECHNIQUES FOR OFFICE EFFICIENCY. E. V. Grillo. McGraw 1963 (HF5547/G859)

No abstract.

62. CORPORATE DEBT CAPACITY; A STUDY OF CORPORATE DEBT POLICY AND THE DETERMINATION OF CORPORATE DEBT CAPACITY. G. Donaldson. Harvard University 1961 refs (HF4028.D3/D676)

"The research project whose results are reported in this volume was primarily concerned with the risk element involved in the utilization of debt as a source of permanent capital for business. As a management problem this aspect of debt financing receives principal attention in the determination of the amount of debt that a company may have outstanding at a given time." B. Fox

63. CORPORATE FINANCE; POLICY AND MANAGEMENT. E. F. Donaldson and J. K. Pfahl. Ronald 2nd ed 1963 refs (HG4011/D676)

"This book has been written to explain the principles underlying the financial policies, practices, and management of the modern business enterprise . . . In this material we stress throughout the relationship of financial management activities to corporate objectives and the decision-making processes of financial managers." Author

64. CORPORATE STRATEGY; AN ANALYTIC APPROACH TO BUSINESS POLICY FOR GROWTH AND EXPANSION. H. I. Ansoff. McGraw 1965 (HD31/A622)

The book presents an analytic approach to solving the total strategic problem of the firm. The decision making process is examined to determine the nature and structure of decisions.

65. THE CORPORATION IN MODERN SOCIETY. E. S. Mason, ed. Harvard University 1961 refs (HD2785/M398)

Fourteen contributors present articles on various aspects of the corporate system. Legal aspects, corporate power, corporate financing and the relationship of the corporation with the community are among the topics discussed.

66. COST ACCOUNTING; A MANAGERIAL EMPHASIS. C. T. Horngren. Prentice 2nd ed 1967 (HF5686.C8/H816c)

"Cost accounting provides data for three major purposes: (1) planning and controlling current operations, (2) special decisions and long-range planning, (3) inventory valuation and income determination. This volume gives abundant consideration to all three important purposes but emphasis is placed on the first two." Author

67. COST ACCOUNTING: ANALYSIS AND CONTROL. G. Shillinglaw. Irwin rev ed 1967 (HF5686.C8/S556c)

No abstract.

68. COST ACCOUNTING FOR MANAGEMENT. W. A. Terrill and A. W. Patrick. Holt, 1965 refs (HD47/T326)

No abstract.

69. COST ACCOUNTING FOR MANAGEMENT APPLICATIONS. D. H. Li. Merrill 1966 refs (HF5686.C8/L693)

"Cost Accounting for Management Applications introduces the role of cost accounting in the management process. It presupposes a course in the fundamentals of accounting. The book centers around the theme that cost accounting is an adaptable tool of management. As new needs of management emerge, cost accounting attempts to adapt itself to serve meaningfully. As new techniques emerge, cost accounting attempts to assimilate them to serve efficiently." Author

70. COST AND BUDGET ANALYSIS. J. Dearden. Prentice 1962
(HF5686.C8/D285)

No abstract.

71. COST CONTROLS FOR INDUSTRY. T. S. Dudick. Prentice 1962
(HD47.5/D846)

No abstract.

72. COST ESTIMATING AND CONTRACT PRICING. T. F. McNeill and
D. S. Clark. American Elsevier 1966 (TA183/M169)

"The primary purpose of this text is to aid the student in developing the basic skills required for an effective completion of the tasks involved in contracts, and cost-estimating operations and analysis." Author

73. CRITICAL PATH METHODS IN CONSTRUCTION PRACTICE. J. M. Antill
and R. W. Woodhead. Wiley 1965 (TA190/A629)

No abstract.

74. CRITICAL PATH SCHEDULING: MANAGEMENT CONTROL THROUGH CPM
AND PERT. J. Horowitz. Ronald 1967 refs (HD69.P7/H816)

No abstract.

75. CURRENT ISSUES AND EMERGING CONCEPTS IN MANAGEMENT; READINGS
FROM THE ACADEMY OF MANAGEMENT. P. M. Dauten, Jr., ed.
Houghton Mifflin 1962 refs (HF5500/A168)

"This book of readings is designed to serve several purposes. It can readily supplement management texts in several areas, or simply provide a survey of current management thought . . . The selections contained herein are significant and scholarly contributions to the literature in the field of management." J. W. Towle

76. CURRENT PROBLEMS IN THE MANAGEMENT OF SCIENTIFIC PERSONNEL; PROCEEDINGS OF THE 1ST SYMPOSIUM, OCTOBER 17-18, 1963. Federal Council for Science and Technology 1963 (Q147/C976)

The purpose of this symposium was to provide a forum for the discussion of administrative problems common to the operation of Federal scientific programs. It was hoped that a community of interest and purpose would lead to improvements in the administration of scientific enterprise through an interchange of ideas.

77. DOD, NASA PERT/COST SYSTEM EXERCISES. D. M. Stires. Materials Management Institute 1962 (HD69.P7/S861d)

This book presents a complete case study of a company and gives practice in the use of DOD-NASA PERT/COST System (Department of Defense-National Aeronautics and Space Administration, Program Evaluation and Review Technique/Cost System).

78. DAMAGE CONTROL; A NEW HORIZON IN ACCIDENT PREVENTION AND COST IMPROVEMENT. F. E. Byrd, Jr. and G. L. Germain. American Management Association 1966 (HD7262/B995)

The damage control program of Lukens Steel Company is described in detail. The book also provides samples of the tools effective in the program's development and implementation.

79. THE DARTNELL OFFICE MANAGERS HANDBOOK. J. C. Aspley, ed. Dartnell 3rd ed 1964 (HF5547/D226)

Attention is focussed on the human relationships involved in office administration. All aspects of office management are discussed, including training, records management, and office layouts.

80. DEFENSE MANAGEMENT. S. Enke, ed. Prentice 1967 refs (UA23/E58)

"Defense Management describes a revolution that still is little understood on the outside. Each of its chapters appraises or describes some aspect of cost-benefit analysis of the kind now widely practiced within the U.S. Department of Defense. It is the first major work on this subject since Secretary Robert S. McNamara came to the Pentagon in January, 1961, and changed defense planning forever." Editor

81. DEFENSE PROCUREMENT AND SMALL BUSINESS; A SURVEY OF PRACTICES AND OPINIONS OF SMALL BUSINESS FIRMS SELLING TO DEFENSE PROGRAMS. A. N. Schrieber. University of Washington 1961 (UC263/S378)

No abstract.

82. DEFENSE/SPACE MANAGEMENT HANDBOOK; SOURCEBOOK ON MANAGEMENT PRACTICES AND TECHNIQUES. V. F. Callahan, Jr. and L. C. Philmus, eds. Callahan Publications 1963 (Ref/UC267/C156)

The development of PERT (Program Evaluation and Review Technique) and allied systems is traced. A glossary of terms and acronyms used in defense management practices is included. Several case histories are given which illustrate defense management practices. A chapter is devoted to NASA management practices.

83. DEFENSE-SPACE MARKET RESEARCH. J. F. Weston. Massachusetts Institute of Technology 1964 refs (UG633/W535)

No abstract.

84. DELAYS, SUSPENSION, ACCELERATION. George Washington University. 1964 (Government Contracts Monograph No. 9) refs (HD3858/G349d)

The three papers in this monograph are devoted to problems evolving from delays and accelerations under Government contracts. Most of the material refers to construction contracting; however, an effort has been made to include supply contracts as well.

85. DEMOCRATIC VALUES AND THE RIGHTS OF MANAGEMENT. E. Ginzberg and I. E. Berg. Columbia University 1963 refs (HD8072/C726)

No abstract.

86. DEVELOPING A TOUGH-MINDED CLIMATE FOR RESULTS. J. D. Batten.
American Management Association 1965 (HD31/B335)

No abstract.

87. DEVELOPING MAINTENANCE TIME STANDARDS. B. T. Lewis.
Industrial Education Institute 1967 refs (HD38/L673)

"This text provides a technique-oriented approach to a key maintenance management area requiring close management supervision. It is directed toward middle managers, both in the maintenance department and in the other plant departments, to indicate the scope of the problem area and a recommended solution to the problem. The intent is not to present a definitive solution to all plant maintenance management problems; rather, it is to offer general management principles regarding the problem area, and to show a specific solution to the particular problem." Author

88. A DICTIONARY FOR ACCOUNTANTS. E. L. Kohler. Prentice
3rd ed 1965 (HF5621/K79)

"During the past three decades the author has had frequent occasion to discuss accounting concepts and terms with economists, engineers, business executives, investors, government officials, and students of accounting and business. He hopes that this book may in some measure prove to be helpful in explaining accounting to these and other nonaccountants; but he hopes too that by subjecting accounting terms to the rigors of close examination and to their critical review he has contributed to the clarification and delimitation of accounting concepts themselves." Author

89. DICTIONARY OF OCCUPATIONAL TITLES. U.S. Employment Service.
2 v. GPO 3rd ed 1949 (HB2595/U58a)

"Job definitions . . . prepared . . . primarily for the use of public employment offices and related vocational and personnel services." Author

90. DIRECTORY OF AMERICAN FIRMS OPERATING IN FOREIGN COUNTRIES.
World Trade Academy 5th ed 1964 (Ref/HG4538/D598)

No abstract.

91. DIRECTORY OF FLORIDA INDUSTRIES, 1965. Florida State Chamber of Commerce. (Ref/T12/636)

The compilers have attempted to include in this Directory every eligible business in Florida. Information on each firm includes: average number of employees, address, principal officer, products, brand names, and code letters indicating interest in world trade.

92. DIRECTORY OF NATIONAL AND INTERNATIONAL LABOR UNIONS IN THE UNITED STATES. GPO 1965 (Ref/HD6508/D598)

No abstract.

93. DIRECTORY OF NATIONAL TRADE AND PROFESSIONAL ASSOCIATIONS OF THE UNITED STATES. Colgate, C. Jr., ed. Columbia Books 1967 (Ref/HD2425/D598)

"This book contains an alphabetical listing of more than 3,500 national trade and professional associations. For each listing the latest pertinent information available has been included." Editor

94. DYNAMIC ADMINISTRATION: THE COLLECTED PAPERS OF MARY PARKER FOLLETT. H. C. Metcalf and L. Urwick, eds. Harper refs (T56/F667)

"This volume pays tribute to a political and business philosopher of the first rank, Mary Parker Follett -- a truly creative, intensely vital mind, which found its way to the fundamental problems first of the community and State, and later of industrial organization and administration, through a keen insight into human nature and tireless devotion to the task of arriving at a practical application of the social sciences in government and in industry." Editor

95. DYNAMIC MANAGEMENT IN INDUSTRY. R. Villers. Prentice 1960 refs (HD31/V746)

"In recent years management science has been recognized as a new function within the organizational structure of the industrial enterprise. This book is a study of this new function and of the scope of its activities which are essentially related to the two major problems faced by today's executive in industry: first to make a choice between numerous and often conflicting concepts; and second, to expose and define methods by which sound principles of management can actually be introduced in an organization so as to improve managerial procedures and controls." Author

96. THE DYNAMICS OF MANAGEMENT. W. W. Suojanen. Holt 1966 (HD38/S958)

"This book is divided into four informal and unequal parts. Part I consists of introductory material and critique of the functional theory insofar as its applicability to the knowledge-oriented organization is concerned. Part II attempts to integrate a number of theories of management into one interdisciplinary concept. Part III discusses the application of evolutionary concepts of management to the decentralized corporation. Part IV suggests that liberal value systems and the evolutionary theory of management have much in common and will tend to converge in the future." Author

97. THE DYNAMICS OF RESEARCH AND DEVELOPMENT. E. B. Roberts. Harper 1964 refs (HD20/R643)

No abstract.

98. EDP: THE FEASIBILITY STUDY; ANALYSIS AND IMPROVEMENT OF DATA PROCESSING (SYSTEMS EDUCATION MONOGRAPH NO. 4). J. W. Greenwood, Jr. Systems and Procedures Association 1962 (HF5548/G816)

"This monograph is intended to provide a guide and standard for the conduct of the comprehensive analysis of a data processing system which should precede the procurement and installation of automatic or electronic equipment. It will be of value to administrative officials responsible for directing such analyses and reviewing the resulting reports and recommendations. The outline will also be of use to systems analysts and others engaged in the active conduct of the analyses, and the improvement of data processing activities. The suggested procedures apply primarily to broad studies of large organizations, but may be easily adapted to more limited analyses of individual data processing systems." Author

99. EFFECTIVE COMMUNICATION ON THE JOB; A GUIDE FOR SUPERVISORS AND EXECUTIVES. E. Marting et al. American Management Association rev ed 1963 (HD5549.5/E27)

No abstract.

100. THE EFFECTIVE EXECUTIVE. P. F. Drucker. Harper 1967 (HD38/D794e)

The author intended to establish guidelines and principles which would aid an able man engaged in an executive function to become fully effective. Management of time, identification of goals, capitalization of his own and others strength, putting first things first, and making effective decisions are habits of effectiveness which must be learned before an executive can become effective.

101. EFFECTIVE INDUSTRIAL MANAGEMENT. J. L. Lundy. Macmillan 1957 refs (T58/L962)

No abstract.

102. EFFECTIVE MAINTENANCE MANAGEMENT; ORGANIZATION, MOTIVATION, AND CONTROL IN INDUSTRIAL MAINTENANCE. E. T. Newbrough and the Staff of Albert Ramond and Associates, Inc. McGraw 1967 (TS155/N534)

"This book has been organized and prepared for maintenance management. It is directed to all levels of maintenance management from the foreman to the top maintenance executive. Principles, procedures, and techniques are emphasized, while detailed discussions are limited to explanations of charts, examples, etc." Author

103. EFFECTIVE PRESENTATIONS: HOW TO PRESENT FACTS, FIGURES, AND IDEAS SUCCESSFULLY. E. Hodnett. Parker 1967 refs (PN4121/H691)

No abstract.

104. EFFECTIVE PSYCHOLOGY FOR MANAGERS. M. R. Feinberg. Prentice 1965 (HF5548.8/F229)

This book was written to suggest ways for a manager to improve his techniques through self knowledge. The author explores executive drive, executive tensions, executive counseling, constructive criticism, and the art of managing creative people.

105. EFFICIENCY IN GOVERNMENT THROUGH SYSTEMS ANALYSIS; WITH EMPHASIS ON WATER RESOURCES DEVELOPMENT. R. N. McKean. Wiley 1958 refs (HD1694.A5/M163)

This book is addressed to those people engaged in evaluating alternative courses of action and those interested in applied economizing. It is an attempt to improve and extend analysis in Government.

106. ELECTRONIC INDUSTRIES ASSOCIATION CONFERENCE ON SYSTEMS EFFECTIVENESS, 1ST, WASHINGTON, D. C., OCTOBER 19, 20, 1965, PROCEEDINGS. 1965 refs (Ref/TA168/E38)

This conference contains several papers on Department of Defense and space project management. Of particular interest is the paper entitled "Manned Space Flight Program Management" by S. C. Phillips.

107. ELEMENTS OF MARKETING. P. D. Converse et al. Prentice. 6th ed. 1958 refs (HF5415/C766)

This is the sixth edition of a book that has been a basic text in marketing for many years. It includes all aspects of the marketing functions. A section on marketing policies discusses marketing management and problems in depth.

108. EMOTIONS AND THE JOB. S. G. Rogg and C.A. D'Alonzo. C. C. Thomas 1965 refs (BF561/R733)

No abstract.

109. THE ENCYCLOPEDIA OF MANAGEMENT. C. Heyel, ed. Reinhold 1963 refs (Ref/HD19/H615)

"Every effort has been made to achieve comprehensiveness in both choice and coverage of subject matter. The 300-odd entries go far beyond mere definitions and referrals to other sources. They are in-depth treatments, giving background, subject branchings, 'schools of thought,' current applications, and potentials. All major subjects are covered in the form of signed articles by recognized authorities." Editor

110. ENCYCLOPEDIA OF PRODUCTION AND PRODUCTION CONTROL. Prentice 1964 (Ref/TS9/E56)

"Four basic objectives have established the framework of the definitions in the Encyclopedic Dictionary: (1) to make the explanations as easy to read and as non-technical as possible; (2) to present comprehensive treatment of key terms in each of the fields or subjects covered; (3) to include how-to-do-it material when the entry entails a production or production control practice; (4) to illustrate with examples, forms and figures when necessary to clarify an explanation or to demonstrate the application of a principle." Publisher

111. ENCYCLOPEDIA OF SYSTEMS AND PROCEDURES. Prentice 1966 (Ref/HD19/P927)

This work is a practical guide to techniques for improving managerial controls and reducing operating costs. It brings together valuable information about management operations, methods, and practices developed by systems and procedure techniques.

112. ENGINEERING ECONOMICS FOR PROFESSIONAL ENGINEERS' EXAMINATIONS. M. Kurtz. McGraw 1959 refs (HF5691/K96)

No abstract.

113. ENGINEERING ECONOMY. E. P. DeGarmo. Macmillan 4th ed 1967 refs (TA178/D317)

This book is written to give engineering students a background in economics which will enable them to make sound business decisions. Interest, depreciation, budgeting, value analysis and replacement studies are among the subjects examined.

114. ESSENTIALS OF MANAGEMENT. J. L. Massie. Prentice 1964 refs (HD31/M417)

"The author adopts the view that management must be based on interdisciplinary study. Economics, accounting, sociology, social psychology, statistics, and mathematics have recently made important advances in areas directly related to management. These areas have been emphasized in this book, and the traditional, functional framework has been condensed." Author

115. **ETHICS AND STANDARDS IN AMERICAN BUSINESS.** J. W. Towle, ed. Houghton Mifflin 1964 refs (HF5391/T742)

This book deals with many of the ethical problems in the generally recognized divisions of business administration, such as advertising, accounting, finance, personnel relations and foreign business. It consists of chapters written by individual contributors and represents an interesting diversity of viewpoints. Codes of Ethics, from business corporations, industries and associations, and management consultants are included in separate appendices.

116. **ETHICS IN A BUSINESS SOCIETY.** M. W. Childs and D. Cater. Harper 1954 refs (HB72/C537)

"The rise of gigantic companies, the decline of small towns and their closely knit neighborhoods, the growth of large cities, and the loosening of personal ties and ethical influences are among the topics treated in this arresting and thought-provoking volume." Publisher

117. **EUPSYCHIAN MANAGEMENT; A JOURNAL.** A. H. Maslow. Irwin 1965 refs (HF5548.8/M397)

This volume is a product of an informal, personal journal kept by Professor Maslow during his tenure of observation at a California electronics plant. It describes the interrelations between psychological theory and modern management. "Eupsychian" is a coined word which means good psychological management.

118. **EVALUATING EXECUTIVE DECISION MAKING; THE IN-BASKET TECHNIQUE.** F. M. Lopez, Jr. (AMA Research Study, 75) American Management Association 1966 (HD21/L864)

This book describes a technique which simulates a realistic job situation in order to evaluate executive decision making. It involves a representation of a manager's administrative workload on a particular day. How the candidate handles this workload gives a basis for judging his executive potential.

119. AN EVALUATION OF THE GENERAL R&D TYPE PROPOSAL USING PERT/COST. P. A. Taylor. Thesis, George Washington University 1963 (Ref/HD69.P7/T245)

This thesis evaluates the PERT/COST System (Program Evaluation and Review Technique/Cost System) as it is used in the preparation and evaluation of proposals. The proposals studied are of the research and development type.

120. EXECUTIVE CONTROL---THE CATALYST. W. T. Jerome III. Wiley 1961 refs (HD31/J56)

This book attempts to show how simple, yet vital, the concepts of management control are. It suggests key ideas which aid coordination and communication within an organization. In contrast to books which approach control from the standpoint of accounting or mathematics, the author considers other controls, especially in the area of performance evaluation.

121. AN EXECUTIVE OPERATIONS TECHNIQUE. C. D. Williamson. Prentice rev and enl ed 1963 (HF5500/W729)

No abstract.

122. EXECUTIVE'S GUIDE TO HANDLING PEOPLE. F. C. Dyer. Prentice 1958 (HF5549/D996)

No abstract.

123. EXECUTIVE'S MANUAL FOR PERSONNEL HANDLING. Prentice 1963 (Ref/HF5549/P927)

This manual discusses all aspects of personnel administration. Motivating, hiring, training, promoting, absenteeism, disciplining and working conditions are among the subjects discussed.

124. EXPLORATION IN MANAGEMENT. W. B. D. Brown. Wiley 1960 refs (HD31/B881)

This book is a description of the Glacier Metal Company's concepts and methods of organization and management. Management structure, policy, and communication are some concepts which are explored in depth.

125. FBI REGISTER OF BRITISH MANUFACTURERS. Federation of British Industries 37th ed 1964 (Ref/T12.5/F293)

This compendium contains the names and addresses of members of the Federation of British Industries, together with details of their products, trade names and trade marks.

126. FACE-TO-FACE COMMUNICATION. T. E. Anastasi, Jr. Management Center of Cambridge 1967 (HF5549.5.C6/A534)

"This book is about communication. It is intended for managers, supervisors, staff specialists and others in business, industry and government. . . . The topics of this book, listening, interviewing, and counseling, are the activities which take up a good deal of a managerial day." Author

127. FEDERAL PERSONNEL PROCEDURES: EXCERPTS FROM LAWS, RULES, AND REGULATIONS AFFECTING FEDERAL PERSONNEL PROCEDURES. H. C. Starns. U. S. Department of Agriculture (JK765/S795)

"In this book you will find most of the laws, rules, and instructions that apply generally to personnel matters. In the first section of the book you will find the laws; in the second, Presidential Orders; in the third, Civil Service Rules. Finally, you will find instructions and procedures issued by the Civil Service Commission. The Civil Service Commission Regulations are not printed because material in the regulations is covered in the instructions in the various chapters. For example, Chapter 351 has all the material in the Regulations (Part 351) plus additional instructional material on the subject of reduction-in-force." Author

128. FEDERAL PROCUREMENT LAW. R. C. Nash and J. Cibinic, Jr. George Washington University 1966 (HD3858/N252)

No abstract.

129. **FILING AND RECORDS MANAGEMENT.** I. M. Place and E. L. Popham. Prentice 1966 refs (HF5736/P697)

"This textbook is an attempt to translate into teachable materials recent developments in business filing and records management. It provides guidance as well as workable records-management information -- information about an uncrowded field in which competent, promotable workers can progress rapidly. It teaches students to work with alphabetic, numeric, geographic, subject, and functional filing systems for correspondence, unit record cards, tapes, and unconventional materials. It helps them understand how to appraise filing systems, how to select equipment and supplies wisely, and how to establish controls over files. It enables them to understand records retention and disposal schedules. It provides standards by which to evaluate performance in handling records. It explains the retrieval of information by computer and shows how such speed-up affects our lives." Author

130. **FINANCIAL HANDBOOK.** J. I. Bogen and S. S. Shipman, eds. Ronald 4th ed 1965 refs (Ref/HF5550/B674)

"Ever since the appearance of the First Edition in 1925, the **FINANCIAL HANDBOOK** has been widely accepted as a useful and authoritative reference by those active in business and finance, and their attorneys, accountants, and other professional advisers. In this Fourth Edition, the **HANDBOOK** has been thoroughly updated to carry on its long tradition of providing reliable guidance and factual information. Tailored as it is to serve those professionally interested in the subject, the **HANDBOOK** should also continue to be of use in educational institutions that offer training for careers in business, finance, banking and law." Publisher

131. **FINANCIAL MANAGEMENT.** R. W. Johnson. Allyn and Bacon. 3rd ed 1966 refs (HG173/J68)

"This book is not an attempt to provide a learned treatise in the field of financial management. Instead, special effort has been made to present the material in a manner that will personally involve the reader in the fundamental decisions and compromises of the financial manager in a world of uncertainty. Finance can be exciting and challenging, but it can be made dry. To the extent that this book is both analytical and stimulating, it will have achieved its objective." Author

132. FINANCIAL MANAGEMENT: AN ANALYTICAL APPROACH. J. R. Lindsay and A. W. Sametz. Irwin rev ed 1967 refs (HG4011/L752)

"To meet the needs of both commerce and economics students this book attacks the issue on two fronts: (1) It presents a general body of business practice in the area of finance, at the same time avoiding the swamp of detail sometimes offered in textbooks in this field. (2) Using this general body of material as a backdrop, it attempts to relate business practice to the larger issues of economic policy and economic theory." Author

133. FINANCIAL PLANNING AND POLICY. E. W. Walker and W. H. Baughn. Harper 1961 refs (HF5550/W178)

"This book attempts to provide an orderly framework for analyzing the major financial problems of the business firm by emphasizing the separate steps of planning, implementing, and controlling the various functions of the financial manager. The subject matter is developed in such a way as to focus attention on the nature of the variables involved in several types of financial decisions. Certain aspects of current financial practice are examined from the standpoint of logic and stability." Author

134. THE FINANCIAL POLICY OF CORPORATIONS. A. S. Dewing. Ronald 5th ed 1953 2 v. refs (HG4011/D521)

The author attempts to interpret the businessman's point of view. The diffusion of ownership in corporations is explored and the businessman's increased responsibility is documented. Problems presented by accounting and the law are studied carefully.

135. FINANCIAL STATEMENTS: FORM, ANALYSIS, AND INTERPRETATION. R. D. Kennedy and S. Y. McMullen. Irwin 5th ed 1968 (HF5681.B2/K36/1968)

No abstract.

136. FINITE MATHEMATICS WITH BUSINESS APPLICATIONS. J. G. Kemeny, et al. Prentice 1962 refs (HF5695/K31)

"In the present book we have treated topics in finite mathematics in the context of business and industrial administration . . . Among the applications discussed are computer circuits, critical path analysis, flow diagrams for computing and accounting procedures, Monte Carlo simulation of decision processes, reliability, decision theory, waiting line theory, a simple approach to mathematics of finance, and the simplex method for solving linear programming problems and matrix games." Author

137. THE FOREMAN'S HANDBOOK. C. Heyel, ed. McGraw 4th ed 1967
refs (TS155/H615/1967)

This is a comprehensive text which emphasizes the practical information a foreman needs in his work. Some of the subjects covered are: quality control and waste reduction, planning and scheduling, maintenance safety, scientific management and government relations.

138. FORMAL ORGANIZATION: A SYSTEMS APPROACH. R. Carzo and J. N. Yanouzas. Irwin 1967 refs (HD31/C333)

The systems approach is used by the authors to study formal organization. An appendix containing "Finite Queuing Tables" is included. The book is organized into fundamental concepts, behavior patterns, organizational design, and elements of change.

139. FORMAL ORGANIZATIONS; A COMPARATIVE APPROACH. P. M. Blau and W. R. Scott. Chandler 1962 refs (HD31/B645)

"This book presents a sociological analysis of some of the main facets of organizational life. We shall examine the nature and types of formal organizations, the connections between them and the larger social context of which they are a part, and various hierarchical relations in organizations, processes of communication, management and impersonal mechanisms of controls." Preface

140. FRONT-LINE MANAGEMENT. J. M. Black and G. B. Ford. McGraw 1963 (HF5500/B627)

"Front-line Management is a book for all management -- the supervisor, the line executive, the industrial relations man. The first-line supervisor, to whom it is most directly addressed, will find it a handy guide to dealing with typical problems that come up almost daily in the management of people. For it covers every aspect of his personnel responsibility -- training, communications, self-development, and labor relations." Author

141. THE FRONT-LINE MANAGER'S PROBLEM-SOLVER. J. M. Black and V. T. Black. McGraw 1967 (HF5549/B627)

"A companion volume to Front-Line Management, this book deals with day-to-day problems supervisors and operating managers must resolve in accomplishing their jobs successfully. It is practical, direct, and covers every phase of a manager's personnel accountability to his employer. Each chapter is a separate unit in itself which not only identifies specific difficulties that challenge a supervisor's judgment, initiative, and stamina, but also offers down-to-earth advice on how such difficulties may be overcome." Author

142. THE FUNCTIONS OF THE EXECUTIVE. C. I. Barnard. Harvard University 1962 (HD31/B259)

"A classic in management literature originally published in Dec. 1938." Melvin C. Branch

143. FUNDAMENTALS OF VALUE ANALYSIS. Technocopy 1961 (HD47.5/T255)

"Value Analysis was developed as a practical technique for reducing the cost of a product or service without any sacrifice of usefulness. This book was planned to train the reader in the fundamentals of the art now -- to inform, influence and instruct him as painlessly as possible." Author

144. THE GANTT CHART; A WORKING TOOL OF MANAGEMENT. W. Clark. Pitman 3rd ed 1952 (T58/C596)

No abstract.

145. GANTT CHARTS AND STATISTICAL QUALITY CONTROL; THE DISSEMINATION OF NEW BUSINESS TECHNIQUES. N. Goldfarb and W. K. Kaiser, eds. Hofstra University 1964 refs (T58/G618)

This book consists of articles by Master's degree candidates of Hofstra University, Hempstead, New York. These articles trace the "information flow" on two management techniques: 1 Gantt Charts and 2. Statistical Quality Control.

146. **GENERAL AND INDUSTRIAL MANAGEMENT.** H. Fayol. Translated from the French ed (Dunod) by C. Storrs. Pitman 1963 (T56/F285)
- This is one of the classics of management theory. Henri Fayol has often been called "the father of management theory". The work of Taylor and Fayol was essentially complementary: they both realized that the problem of personnel and its management at all levels is the key to industrial success. Fayol's work studied the management hierarchy from the top down, while Taylor started at the operative level and worked upwards.
147. **GOVERNMENT AND BUSINESS; A STUDY IN ECONOMIC EVOLUTION.** H. R. Smith. Ronald 1958 refs (HD3616.U46/S749)
- The author uses a modified historical approach to present the interrelationships between government and business. The underlying context within which economic policy is formulated is emphasized rather than merely particular policies actually set in motion.
148. **GOVERNMENT CONTRACTS; CYCLOPEDIA GUIDE TO LAW, ADMINISTRATION, PROCEDURE.** J.C. McBride and I. H. Wachtel. D. P. Indices 1965 (Ref/HD3858/M119)
- No abstract.
149. **GOVERNMENT CONTRACTS AND PROCUREMENT-CURRENT TRENDS.** Institute on Government Contracts. Commerce Clearing House 1962 (HD3858/159)
- No abstract.
150. **GOVERNMENT CONTRACTS HANDBOOK.** G. A. Cuneo. Machinery and Allied Products Institute 1962 refs (HD3858/C972)
- No abstract.
151. **GOVERNMENT CONTRACTS PRACTICE.** State Bar Of California. Committee on Continuing Education of the Bar 1964 refs (HD3858/C153)
- No abstract.

152. GOVERNMENT CONTRACTS REPORTER: LAWS, RULINGS; REGULATIONS; FULL, ANNOTATED EXPLANATIONS, TOPICALLY ARRANGED IN ASPR SEQUENCE, CURRENTLY SUPPLEMENTED. Commerce Clearing House 1965 (Ref/HD3858/C734)

This comprehensive reference work contains information on bids, awards, forms, and mortization, termination, renegotiation, adjustments and industrial security. Included also are procurement regulations of the Armed Services, Army, Navy, Defense Supply, General Services Administration and National Aeronautics and Space Administration.

153. THE GOVERNMENT OF CORPORATIONS. R. S. F. Eells. Free Press of Glencoe 1962 refs (HD2741/E26)

No abstract.

154. THE GREAT ORGANIZERS. E. Dale. McGraw 1960 refs (HD70.U5.D139)

"The body of this book is devoted to accounts of the work of several organizers -- cases in which organization itself produced definite and measurable results. These examples may hold lessons, if not for those who are entrusted with all types of organization, at least for those who are confronted with the need to structure a large or growing business." Author

155. A GUIDE FOR THE ORGANIZATION AND OPERATION OF VALUE ENGINEERING AND ANALYSIS IN INDUSTRY AND IN GOVERNMENT AND MILITARY ORGANIZATION. Electronic Industries Association 1965 (HD47.5/E38)

This book provides up-to-date, factual, objective and impartial guidance and counsel within the specific area concerned with the organization, placement, operation, and measurement of value engineering.

156. GUIDE TO GOVERNMENTAL PURCHASING. J. W. Nicholson et al. Lakewood Publications 1965 (HD3858/N626)

No abstract.

157. A GUIDE TO OFFICE CLERICAL TIME STANDARDS; A COMPILATION OF STANDARDS DATA USED BY LARGE AMERICAN COMPANIES. Systems and Procedures Association. 1960 (HF5547/S995)

"This book gives a practical guide to help a manager determine how long it takes to perform conventional operations in clerical systems which he is required to supervise, design and evaluate." Author

158. GUIDELINES, INFORMAL CONTROLS, AND THE MARKET PLACE: POLICY CHOICES IN A FULL EMPLOYMENT ECONOMY. G. P. Shultz and R. Z. Aliber, eds. University of Chicago 1966 refs (HC106.5/S562)

"This volume contains the proceedings of a conference held at the University of Chicago in late April 1966, to discuss guidelines and informal controls by which the Federal Executive seeks to affect the behavior of individual businesses, banks, and labor unions." Editor

159. HANDBOOK FOR SUPERVISORS. P. Ecker, et al. Prentice 1959 (HF5549/E19)

This handbook is full of practical information for a supervisor. The supervisor's relations with the company, the union, and with his men are all discussed. Some human relations information is included and the development of leadership skills is discussed.

160. HANDBOOK OF BUSINESS ADMINISTRATION. H. B. Maynard, ed. McGraw 1967 refs (Ref/HD31/M471)

This book is an extremely valuable source of information on business administration. Each topic is written by an authority in the field. The handbook is encyclopedic in scope.

161. HANDBOOK OF INDUSTRIAL RESEARCH MANAGEMENT. C. Heyel, ed. Reinhold 1959 (T175.5/H615)

This book discusses the communication problems between research scientists and management. All aspects of research management are considered, including the establishment of goals, budgeting, patent policy, staffing and government contracts. Recognized authorities have written the various chapters.

162. HANDBOOK OF ORGANIZATIONS. J. G. March, ed. Rand McNally
1965 refs (HM131/M315)

No abstract.

163. HANDBOOK OF SUCCESSFUL OPERATING SYSTEMS AND PROCEDURES,
WITH FORMS. Prentice 1964 (Ref/HF5371/P927)

"In this volume, prepared from a systems viewpoint, the forms and reports through which a system works are illustrated and explained. The accounting systems covered range from basic ones for cash receipts and disbursements to those more complex such as job order and process costs on an actual, estimated, or standard cost basis. Each chapter's forms, reports, and explanations of how they work have been prepared by a certified public accountant or other expert in the particular systems area." Editor

164. HIGHER EDUCATION FOR BUSINESS. R. A. Gordon and J. E. Howell.
Columbia University 1959 refs (HF1131/G664)

"This report embodies the results of a three-year study of collegiate business education which was undertaken at the request of the Ford Foundation. Our concern is with education for business at the college or university level, primarily, although not exclusively, as it is offered by university schools of business administration. This report does not deal with commercial education in the secondary schools or with the proprietary business colleges." Author

165. HOW MANAGERS MAKE THINGS HAPPEN. G. S. Odiorne. Prentice
1961 (HD31/024)

No abstract.

166. HOW TO LIVE WITH YOUR COMPUTER; A NONTECHNICAL GUIDE FOR
MANAGERS. P. T. Smith. American Management Association 1965
(HF5548.2/S656)

"We have directed our efforts in the present volume toward only the most pertinent points, commenting frankly on the management problems in data processing and proposing workable solutions to them . . . Much of the book's space has been given over to a discussion of business systems. A system is

described as 'a whole composed of parts in orderly arrangement according to some scheme or plan.' To manage is 'to control the course of affairs by one's own actions.' It follows that the act of managing must include control of the course of affairs by developing the scheme or plan by which the various parts may become whole -- in this case, the business system
Conclusion: Systems and managerial responsibilities are inseparable."
Author

167. HOW TO MANAGE BY RESULTS. D. D. McConkey. American Management Association 1965 (HD31/M129)

No abstract.

168. HOW TO MANAGE PEOPLE: THE APPLIED PSYCHOLOGY OF HANDLING HUMAN PROBLEMS IN BUSINESS. W. B. Given. Prentice 1964
refs (HF5549/G539)

"William B. Given, Jr. Past President of American Brake Shoe Company, gives you the time-tested leadership tactics he used for 50 years in management. These tactics range from how to beat the office politician at his own game to how to deliver bad news to your boss. They are practical applications of the psychology of handling human problems in business." Publisher

169. HOW TO MANAGE YOUR MEETING. H. W. Donahue. PARLIAMENTARY PROCEDURE. G. Henderson. Droke House 1967 (JF515/D674)

A complete manual on planning, publicizing, organizing and controlling a meeting. A few program ideas are included.

170. HOW TO MOTIVATE MEN. J. H. McQuaig. F. Fell 1967
(HF5549/M173)

No abstract.

171. HOW TO PREPARE A PERSONNEL POLICY MANUAL. H. A. Feldmann. Management Information Center 1963 (HF5549/F312)

"In essence, this is a two-in-one guide. It provides the information you need to plan and produce a manual for your supervisors. It also has the necessary text material to assist you in preparing a handbook for employees.

Tested phrases, sentences, and paragraphs are ready to use as they are, or they can be easily adapted to your needs." Publisher

172. HOW TO RECRUIT MINORITY GROUP COLLEGE GRADUATES; ITS PROBLEMS ITS TECHNIQUES ITS SOURCES ITS OPPORTUNITIES
R. Calvert, Jr. The Personnel Journal refs (HF5549/C167)

"This special report seeks to answer, in a positive fashion, how to recruit minority group graduates by identifying the best manpower sources and the most appropriate employment techniques. Emphasis will be place in the employment of college graduates ... Methods useful in recruiting professional people, however, should help in all levels of hiring." Author

173. HOW TO RUN MORE EFFECTIVE BUSINESS MEETING. B. Y. Auger.
Grossett & Dunlap 1964 (HF5549.5/A922)

No abstract.

174. THE HUMAN ORGANIZATION; ITS MANAGEMENT AND VALUE.
R. Likert. McGraw 1967 refs (HD31/L727h)

A scheme of science-based (as opposed to scientific) management is described. The author presents the need for more accurate and adequate data than are ordinarily available to guide policy and operating decisions. He states that "of all the tasks of management, managing the human component is the central and most important task, because all else depends on how well it is done."

175. THE HUMAN PROBLEMS OF AN INDUSTRIAL CIVILIZATION. E. Mayo.
Viking 1960 refs (HD6971/M473)

Elton Mayo has had a profound influence upon organization theory. In this book he studies organizations as natural organic wholes, or systems striving to survive and maintain their equilibrium in different environments. He stresses the value of clinical study of organizations.

176. HUMAN RELATIONS AT WORK; THE DYNAMICS OF ORGANIZATIONAL BEHAVIOR. K. Davis. McGraw 3rd ed 1967 (HD6971/D262)

"Discussing all types of organizations including business, government, public schools, and non-profit organizations, this comprehensive text describes people at work and tells how they may be motivated to work together in greater harmony. It integrates all Social Science appropriate to this subject, especially psychology, sociology, and management. Focus is upon the manager and his operating relationships with people in the organization. Case problems are included in the last section. Charts and drawings have been taken directly from actual work situations." Publisher

177. HUMAN RELATIONS FOR MANAGEMENT: THE NEWER PERSPECTIVE. E. C. Bursk, ed. Harper 1956 refs (HF5549/H339)

This book is a collection of articles on human relations which were originally published in Harvard Business Review. Human relations as it relates to communication, administration, supervision, and personnel relations is discussed in these articles.

178. HUMAN RELATIONS IN MANAGEMENT; A BEHAVIORAL SCIENCE APPROACH: PHILOSOPHY, ANALYSIS AND ISSUES. W. G. Scott. Irwin 1962 refs (HD31/S431)

"The main objective of this book is the relating of the behavioral sciences to the management process from the standpoints of philosophy, conceptual and analytical tools, and major issues." Author

179. THE HUMAN SIDE OF ENTERPRISE. D. McGregor. McGraw 1960 refs (HF5549/M147)

"This volume is an attempt to substantiate the thesis that the human side of enterprise is 'all of a piece' -- that the theoretical assumptions management holds about controlling its human resources determine the whole character of the enterprise. They determine also the quality of its successive generations of management." Author

180. IMPROVING PURCHASING EFFECTIVENESS THROUGH SUPPLIER DEVELOPMENT. M. R. Leenders. Harvard University 1965 (HF5437/L486)

No abstract.

181. INCENTIVE MANAGEMENT. J. F. Lincoln. Lincoln Electric Co. 1951 (HD31/L737)

Incentive management is a means of giving opportunities and spur to the individual so that he will develop latent abilities. The author points out the advantages of incentive management with a missionary fervor. The system of incentive management is described and methods for its execution are given.

182. INDIVIDUALISM AND BIG BUSINESS. L. R. Sayles. McGraw 1963 refs (HD4904/S275)

No abstract.

183. INDUSTRIAL DYNAMICS. J. W. Forrester. Massachusetts Institute of Technology (HD31/F731)

"Industrial dynamics is a way of studying the behavior of industrial systems to show how policies, decisions, structure, and delays are interrelated to influence growth and stability." Preface

184. INDUSTRIAL MANAGEMENT IN TRANSITION. G. Filippetti. Irwin rev ed 1953 refs (HD31/F486)

"The author has followed the procedure of giving a resume of the work of a selected group of people who have either made direct contributions to the managerial evolution or who have interpreted some phases of it or of its impact. In these summaries he has interspersed commentaries of his own in order to show the common thread that ties them all together and makes each part a subdivision of a larger whole and to show that they all branch out from a common source." Author

185. INDUSTRIAL PSYCHOLOGY. J. Tiffin and E. J. McCormick. Prentice 5th ed 1965 refs (HF5548.8/T565)

"This book will deal with some of the more important problems and processes that concern the human aspects of industry. . . . The emphasis will be on the part that research, and the application of psychological techniques can contribute to the problems in question." Author

186. **INSTALLING AND USING AN AUTOMATIC DATA PROCESSING SYSTEM; A CASE STUDY FOR MANAGEMENT.** J. P. McNerney. Division of Research, Harvard University, Graduate School of Business Administration 1961 (HF5547/M169)

This book takes one through the investigation and design stages, and discusses the problems that arise in installing an automatic data processing system. The book also describes the results of the automatic system in achieving clerical savings, providing faster management information, and making automatic decisions on inventory replenishment.

187. **INTEGRATED COST CONTROL IN THE OFFICE.** F. M. Knox. McGraw 1958 (HF5547/K74)

"Mr. Knox takes office paper work apart, shows us what makes the office tick and why it often ticks irregularly and expensively, and tells us what must be done to create a smooth-running, effective, and yet economically productive labor force . . . He shows how each feature of his presentation not only contributes to cost control, but also its relation to and effect on the other features and its reliance on them for effective control."

E. M. Robinson

188. **INTEGRATING THE INDIVIDUAL AND THE ORGANIZATION.** C. Argyris. Wiley 1964 refs (HF5549/A695i)

No abstract.

189. **AN INTRODUCTION TO BASIC SUPERVISION OF PEOPLE.** R. J. Burby. Addison-Wesley 1966 (HF5549/B946)

No abstract.

190. **INTRODUCTION TO BUSINESS FINANCE.** B. B. Howard and M. Upton. McGraw 1953 (HF5550/H848)

No abstract.

191. AN INTRODUCTION TO CORPORATE ACCOUNTING STANDARDS. W. A. Paton and A. C. Littleton. American Accounting Association 1964 refs (HF5635/P312)

"We have attempted to weave together the fundamental ideas of accounting rather than state standards as such. The intention has been to build a framework within which a subsequent statement of corporate standards could be erected. Accounting theory is here conceived to be a coherent, coordinated, consistent body of doctrine which may be compactly expressed in the form of standards if desired." Author

192. INTRODUCTION TO INVESTMENTS. J. C. Clendenin. McGraw 4th ed 1964 refs (HG4521/C627)

No abstract.

193. INTRODUCTION TO LABOR ECONOMICS. O. W. Phelps. 4th ed McGraw 1967 refs (HD4901/P539)

"The distinguishing feature of labor economics is its heavy emphasis on policy. Since policy choices are related to issues, the major emphasis in this book will be to describe the principal labor issues and explain the methods of analysis which have been developed to handle them." Author

194. AN INTRODUCTION TO MANAGEMENT SCIENCE: DETERMINISTIC MODELS. D. Teichroew. Wiley 1964 refs (HD38/T262)

"The purpose of this book is to provide a general introduction to the application of mathematical techniques to business problems for persons already familiar with differential and integral calculus." Author

195. INTRODUCTION TO OPERATIONS MANAGEMENT. H. L. Timms. Irwin 1967 refs (HD31/T584)

"The purpose of this book is to provide background knowledge to help the reader understand the development of appropriate decision systems for the major managerial problems facing the professional manager." Author

196. AN INTRODUCTION TO PERT - CPM. B. N. Baker and R. L. Eris. Irwin 1964 refs (HD69.P7/B167)

"Unaided, the human mind cannot possibly weigh the complexities inherent in the development of a missile, the erection of a forty-story building, or the construction of a ship. In recent years, statistical sampling and linear programming techniques have been used to show decision-makers surer ways to attain their goals. One of the most important advances in the search for better methods of managing large research, development, and construction projects has been the introduction of PERT (Program Evaluation and Review Technique) and CPM (Critical Path Method). This book is designed to be used as an introduction to the fundamentals and uses of PERT and CPM for planning and scheduling work that involves a high degree of uncertainty." Author

197. INVENTORY OF GENERALLY ACCEPTED ACCOUNTING PRINCIPLES FOR BUSINESS ENTERPRISES. American Institute of Certified Public Accountants 1965 (HF5601/A512)

No abstract.

198. THE INVESTMENT, FINANCING, AND VALUATION OF THE CORPORATION. M. J. Gordon. Irwin 1962 refs (HG4011/G664)

Investor behavior is described and descriptive information on corporate investment and financing is included. "My purpose is to create a model for explaining the valuation of a corporation that may be used to find the investment and financing by the corporation that maximize its value." Author

199. ISSUES IN BUSINESS AND SOCIETY. W. T. Greenwood. Houghton Mifflin 1964 refs (HD70.U5/G816)

No abstract.

200. JOINT MAN/MACHINE DECISIONS. H. Thompson. Systems & Procedures Association 1965 (HD38/T482)

"Mr. Thompson's study vividly traces the prospective impact of computer systems on the management decision-making processes -- which have largely

evaded the mechanization expansion. The study indicates that perhaps both managers and equipment manufacturers have unwittingly overlooked, at least, a partial answer to the question of 'How can we make our decision-making more efficient and more effective?'" N. L. Senensieb, President Systems and Procedures Association.

201. **KELLY'S DIRECTORY OF MANUFACTURERS AND MERCHANTS 1967-68.** Kelly's Directories Limited 2 vols and index (Ref/HF54.G7/K29)

This British publication lists manufacturers throughout the world arranged geographically and subdivided by trades. The British section includes an alphabetical listing of manufacturers.

202. **THE KNOW-AND-DO MANAGER.** L. W. Whiteside. Parker 1966 refs (HD31/W594)

The author emphasizes the importance of a manager's mighty seven C's: communication, cooperation, completion, conception, carrying-out specific job actions, checking-up and conversion of power sources to on-the-job benefits. The book seems to be a "do it yourself" manual for executive improvement. It has very little theory but emphasizes practical management with many catchy phrases and slogans.

203. **LABOR ECONOMICS: WAGES, EMPLOYMENT, AND TRADE UNIONISM.** A. M. Cartter and F. R. Marshall. 1967 Irwin refs (HD4901/C328)

This book places greater emphasis upon economic theory than most other books in its field. Each chapter dealing with wage and employment theory has a technical appendix. The growth and analysis of the character of the labor movement throughout the world is stressed.

204. **THE LABOR FORCE UNDER CHANGING INCOME AND EMPLOYMENT.** C. D. Long. Princeton University 1958 refs (HD5706/L848)

This book attempts to answer the questions "Why do people work?" and "What external factors influence a person in his decision to work?" It builds heavily upon available statistics and presents a cogent summary of the economic and social factors which effect the labor force. The chapter on "Older Workers In The Labor Force" brings together material which was scattered and presents a fascinating view of a growing problem.

205. LABOR IN A GROWING ECONOMY. M. W. Reder. Wiley 1957
(HD4901/R314)

No abstract.

206. LABOR TODAY; THE TRIUMPHS AND FAILURES OF UNIONISM IN THE UNITED STATES. B. J. Widick. Houghton Mifflin 1964 refs
(HD6508/W639)

"The aim of this book is to diagnose the ills which beset the trade unions; to probe into the roots of the current situation and to suggest the importance of a cure, not only for the sake of unionism, but also for the democratic health of the nation." Author

207. LANDMARKS OF ECONOMIC THOUGHT. J. M. Ferguson. Longmans, Green 2nd ed 1950 refs (HF5351.A42/F352)

This book presents a survey of the world's best literature on economics. It is impartially presented and uncluttered by detail.

208. LAWS OF BUSINESS MANAGEMENT AND THE EXECUTIVE WAY OF LIFE. G. H. Copeman. Business Publications 1962 refs (HF5500/C782)

No abstract.

209. LEADERSHIP IN THE OFFICE. R. E. Finley, ed. American Management Association 1963 (HF5500/A576)

No abstract.

210. LEASING OF INDUSTRIAL EQUIPMENT. WITH TABLES FOR THE ANALYSIS OF FINANCIAL ALTERNATIVES AND CAPITAL EXPENDITURES. R. F. Vancil, J. Bracken and C. J. Christenson. McGraw 1963
refs (HD52/V222)

"This book presents a more specific examination of the economics of leasing than has heretofore been published. There are many important factors to be considered in deciding whether or not to lease . . . This book, therefore,

deals with how the relevant factors in a specific situation should be evaluated in reaching a final decision. Perhaps more importantly, it should help the reader to identify which factors are important in his situation." Author

211. THE LEGAL ENVIRONMENT OF BUSINESS. R. N. Corley and R. L. Black. McGraw 1963 refs (JK45/C799)

"This book is an attempt to acquaint the student with the legal environment in which the business decisions of today are made. It is divided into two parts. The first deals with "law" generally -- its meaning and nature, the sources of law, the factors which shape it, and the process by which law is applied to resolve human conflicts in organized society. The second part is concerned with the environment of business as it results from the law, and reveals the attitude of government toward business by showing the basis, historical development, and current trends of public control in such areas as taxation and the regulation of commerce, competition, freedom of contract, and labor-management relations. The concluding chapter presents some of today's major issues in law and business." Author

212. MACRAE'S BLUE BOOK. MacRae's Blue Book (Ref/T12/M174)

This annual publication is a product directory for American industry. It lists all U.S. manufacturers by company name, by product classification and by trade name.

213. MAINTENANCE ENGINEERING HANDBOOK. L. C. Morrow, ed. McGraw 2nd ed 1966 (TS155/M883/1966)

Several chapters of this handbook are devoted to the management and organization of maintenance engineering. Each chapter is written by a specialist in the field.

214. MAN IN A WORLD AT WORK. H. Borow, ed. Houghton Mifflin 1964 refs (HF5382/B763)

"This publication represents the profession's best current thinking on the nature of vocational guidance, the meaning of the human work experience, the relationship of the individual to the labor force, and research and practice in vocational guidance." H. J. Reed

215. MAN INCORPORATE; THE INDIVIDUAL AND HIS WORK IN AN ORGANIZED SOCIETY. C. B. Kaufmann. Doubleday 1967 refs (HD4904/K21)

The relationships of the working man and profit-oriented corporations are explored in this book. Corporate organization, corporate power, and corporation-society interfaces are discussed.

216. MANAGE OR BE MANAGED; A GUIDE TO MANAGERIAL EFFECTIVENESS FOR ENGINEERS, TECHNICIANS, SPECIALISTS. D. Fuller. Industrial Education Institute 1963 (HF5500/F965)

No abstract.

217. MANAGEMENT: A BOOK OF READINGS. H. Koontz and C. O'Donnell. McGraw 1964 (HD30/K82)

No abstract.

218. MANAGEMENT: A HUMANIST ART. D. E. Lilienthal. Carnegie Institute of Technology 1967 (HD31/L728)

David E. Lilienthal, Director of the Tennessee Valley Authority since 1934, and former chairman of the U.S. Atomic Energy Commission, proposes ways in which executives may play a crucial role in the future of mankind.

219. MANAGEMENT; A SUBJECT LISTING OF RECOMMENDED BOOKS, PAMPHLETS AND JOURNALS. B. A. Olive. Cornell University 1965 refs (Ref/HD38/048)

This substantial bibliography of books, pamphlets and periodicals on management is arranged by subject and emphasizes private administration. An author index is included.

220. MANAGEMENT ACCOUNTING: TEXT AND CASES. R. N. Anthony. Irwin rev ed 1960 (HF5635/A628)

No abstract.

221. MANAGEMENT AND MORALE. F. J. Roethlisberger. Harvard University 1941 (HF5549/R719)

No abstract.
222. THE MANAGEMENT AUDIT; AN APPRAISAL OF MANAGEMENT METHODS AND PERFORMANCE. W. P. Leonard. Prentice enl and rev ed 1962 refs (HD31/L581)

No abstract.
223. MANAGEMENT BY SYSTEM. R. F. Neuschel. McGraw 2nd ed 1960 (HD31/N495)

No abstract.
224. MANAGEMENT CONTROL SYSTEMS. R. N. Anthony, J. Dearden and R. F. Vancil. Irwin 1965 refs (HD47.5/A628)

No abstract.
225. MANAGEMENT CONTROL SYSTEMS; THE PROCEEDINGS OF A SYMPOSIUM. D. G. Malcom, A. J. Rowe, and L. F. McConnell, eds. Wiley 1960 refs (HF5548/S989)

Twenty-two chapters by twenty-four contributors make up this book. Both automated and non-automated management control systems are discussed. The human factors' considerations in management control systems are discussed and some actual control systems are examined. Real-time management and management control in the military departments are also discussed.
226. MANAGEMENT IN ACTION; THE ART OF GETTING THINGS DONE THROUGH PEOPLE. L. A. Appley. American Management Association 1956 (HD31/A652)

This book consists of a collection of articles by Lawrence Appley, most of which were previously printed elsewhere. The author feels that "good human relations is not just part of the management job -- but the entire job." In these articles he illustrates the methods a manager uses to achieve good working relationships with people.

227. MANAGEMENT IN INDUSTRY. C. S. George, Jr. Prentice 2nd ed 1959 (HD31/G347)

"The book will serve primarily as an introduction to industrial management for prospective businessmen, engineers, and others. The range of topics covered is necessarily broad and, as a result, the coverage of various problems and topics is not exhaustive. Thus, this book is neither a reference nor a definitive work. Instead, it provides an understanding of the part that effective management plays in the successful operation of an industrial enterprise. Consequently, a great many facets of an operating firm are explored in detail." Author

228. MANAGEMENT IN THE SPACE AGE; AN ANALYSIS OF THE CONCEPT OF WEAPON SYSTEM MANAGEMENT AND ITS NON-MILITARY APPLICATIONS. F. E. Kast and J. E. Rosenzweig. Exposition 1962 (UC267/K19)

No abstract.

229. MANAGEMENT INFORMATION; A QUANTITATIVE ACCENT. T. H. Williams and C. H. Griffin, eds. Irwin 1967 refs (DS38/W727)

"The compelling motivation in the compilation of the following articles was to accent the importance of the accounting-mathematics alloy in modern business information systems. The primary article classification system chosen was based upon an observation of general problem areas of current topical interest. They are: I. The Process of Measurement. II. Valuation of Business Resources. III. Analysis of the Distribution Function. IV. Production Planning and Control. V. Inventory Control. VI. Operations Budgeting. VII. Capital Budgeting. VIII. Integrated Planning Models. IX. Performance Review." Author

230. MANAGEMENT INFORMATION SYSTEMS; TEXT AND CASES. J. Dearden and F. W. McFarland. Irwin 1966 (HD31/D285)

This book presents ways in which managers can make effective use of data processing. PERT (program evaluation and review technique) and CPM (critical path method) are described and evaluated. Twenty-six case studies illustrate the concepts presented in this book.

231. MANAGEMENT, MEN, AND VALUES. A. T. Collier. Harper 1962 (HD38/C699)

"Gradually I developed the view that organizations as well as individuals could be looked at from broadly defined, but coherently related principles or points of view; that many, but not all, conflicts of administrative principle could be seen as more apparent than real when related to these premises; and that a coherent theory of administration in organization would be essential if any research of long range importance was to be carried on. In any event, these views led me to write a number of articles which sought to identify and elaborate those principles or values that seemed essential to organizational success in the society that is free, and thus creative. These articles appeared in the HARVARD BUSINESS REVIEW over a period of years." Author

232. THE MANAGEMENT OF AEROSPACE PROGRAMS; PROCEEDINGS OF AN AAS NATIONAL CONFERENCE HELD AT THE UNIVERSITY OF MISSOURI, COLUMBIA, NOV. 16-18, 1966. W. L. Johnson, ed. (AAS Science and Technology Series, v. 12) American Astronautical Society 1967 (TL787/A512M)

"The committee decided . . . to review and discuss the present status and future development of systems management tools and techniques for major aerospace programs in an effort to ascertain strengths and weaknesses in current program management." Editor

233. THE MANAGEMENT OF CORPORATE CAPITAL. E. Solomon, ed. Free Press 1959 refs (HG4011/S689)

"The twenty-two essays in this volume have three features in common. All of them deal with the management of corporate capital; all of them are concerned with how problems should be solved rather than with how they are resolved in practice; and all of them are reprinted from the formal literature of the past seven years." Editor

234. THE MANAGEMENT OF IMPROVEMENT; CONCEPTS, ORGANIZATION, AND STRATEGY. R. N. Lehrer. Reinhold 1965 refs (HD31/L524)

Cost reduction, cost avoidance and work simplification are some of the improvement functions studied in this book. The management climate and human factors affecting improvements and change are examined. The book makes clear the fact that improvement does not just happen, it must be desired, pursued and fostered carefully.

235. MANAGEMENT OF INDUSTRIAL ENTERPRISES. R. N. Owens. Irwin 1965 refs (HD31/097)

"The treatment of management in this book devotes attention to the various phases of planning, organizing, directing, and controlling the activities of people and also to the maintenance of the work force. Attention is given first to the historical development of the subject and the techniques of management . . . Emphasis throughout the discussion is placed upon the problems which are of major interest to the manufacturing division, namely, quantity of production, quality of production, costs, and human relations." Author

236. THE MANAGEMENT OF ORGANIZATIONS. H. G. Hicks. McGraw 1967 refs (HD31/H631)

"The purpose of this book is to help the reader understand what organizations are, why they exist, the way they work, and how they can be made to work more effectively." Author

237. THE MANAGEMENT OF SCIENTIFIC TALENT. J. W. Blood, ed. American Management Association 1963 (HF5549/A512)

"Papers from 25 experts and research managers make this report of the American Management Association an important contribution in the field of 'research management.' . . . The book points out how successful research management basically depends on (1) allowing the scientist great freedom in his work, and (2) at the same time guiding him into producing results of value to the company. Also treats evaluation of individual achievement and measurement of the research program important in company operations." 1967 Research Administration Bookshelf, Research/Development, November 1967

238. THE MANAGEMENT OF SCIENTISTS. K. B. Hill, ed. Beacon 1964 refs (Q180/H646)

This book investigates the nature of the creative scientist and how his efforts can be directed. It asserts that if science is to improve rather than threaten our national life, we must show as much creativity in its management as science itself shows in the management of natural forces.

239. **MANAGEMENT ORGANIZATION.** A. K. Wickesberg. Appleton 1966
refs (HD31/W637)

This book draws upon concepts developed by both behavioral scientists and practicing businessmen. It attempts to provide an introduction to the complexities of organizational structure.

240. **MANAGEMENT: ORGANIZATION AND PLANNING.** D. M. Bowman and F. M. Fillerup, eds. McGraw 1963 refs (HD31/B787)

"The editors believe that the success of any enterprise is largely dependent upon the effectiveness of its organization and planning functions. The authors provide managers with a conceptual framework, both theoretical and practical, which will help them in performing these functions more effectively. In order to accomplish this objective, the selections consider classical and contemporary approaches to organization; the role of formal and informal organizations; and the influence of computers on decision making. They also establish guidelines for planning, and discuss the necessity of organizing planning activities, the implementation of plans, and the development of strategic shifts in plans to meet changing conditions." Editor

241. **MANAGEMENT: ORGANIZATION AND PRACTICE.** F. G. Moore. Harper 1964 refs (HD31/M821)

No abstract.

242. **MANAGEMENT ORGANIZATION AND THE COMPUTER.** G. P. Shultz and T. L. Whisler. Free Press 1960 refs (HF5548/C532)

"This book reports the proceedings of a seminar on management organization and computers sponsored by the McKinsey Foundation . . . The papers, expressly written for the seminar, discuss various aspects of a new kind of technological change -- the processing of business information. The purpose of the seminar was to assess the nature of the change and its significance for the group of workers most directly affected -- business managers." Editor

243. MANAGEMENT PLANNING; A SYSTEMS APPROACH. N. L. Enrick.
McGraw 1967 (T58/E59)

"The hope is, . . . that this book will serve the practical manager and the student alike by bringing a clear, use-oriented introduction to the quantitative Management Science methods of Mathematical Programming for operations planning. A reading should enable you not only to understand the basic principles, methods, and philosophy involved, but also to be effective either as an originator of MP installations in an organization or as a working member of a team that utilizes this Management Science tool in its operations." Author

244. MANAGEMENT: PRINCIPLES AND PRACTICES. D. E. McFarland.
Macmillan 2nd ed 1964 refs (HD31/M143)

"This second edition of Management Principles and Practices was written to take account of the vast amounts of new research on organization, administration, and management and to review the perspectives of the past in order to restate, wherever possible, their relevance for management in coming decades." Author

245. THE MANAGEMENT PROCESS; AN INTEGRATED FUNCTIONAL APPROACH.
W. M. Fox. Irwin 1963 refs (HD31/F794)

This book deals with the various functions of a manager. PERT (Program Evaluation and Review Technique) is discussed as a management tool. An appendix of basic management principles is included and a number of behavioral concepts are discussed.

246. MANAGEMENT RELATIONS WITH ORGANIZED PUBLIC EMPLOYEES:
THEORY, POLICIES, PROGRAMS. K. O. Warner, ed. Public Personnel
Association 1963 refs (HG8075/W278)

"The purpose of this monograph is to give public officials an overview of current thinking and events that bear on management relations with organized public employees. To this end I gathered a number of essays, statements, and illustrative documents. They come from public officials, consultants, union representatives and academic authorities." Editor

247. MANAGEMENT RIGHTS AND UNION INTERESTS. M. K. Chandler.
1964 refs (HD6961/C456)

No abstract.

248. MANAGEMENT SCIENCE IN ACTION. W. T. Morris. Irwin 1963 refs
(HD31/M877)

"This book is addressed to those who share the excitement of studying management problems scientifically. It examines a problem which is of interest, I hope, to industrial engineers, operations researchers, and management scientists. It aims at taking a first step toward rationalizing the relations between scientifically trained advisors and managers. The book attempts to discuss these problems without resort to specialists' jargon or impressive mathematical expressions." Author

249. MANAGEMENT STANDARDS FOR DATA PROCESSING. D. H. Brandon.
Van Nostrand 1963 (HF5548.2/B819)

No abstract.

250. MANAGEMENT SYSTEMS. P. P. Schoderbek. Wiley 1967 refs
(HD31/S363)

"In this text an attempt has been made to link the basic concepts employed in management systems to reveal to the reader something of their complex interrelationships . . . Most of the selections included here have been written by individuals outstanding in their professions . . . The approach adopted, basically an inter-disciplinary one, with material being freely drawn from the fields of engineering, accounting, data processing, business, and sociology, reflects a growing trend that best categorizes the systems viewpoint." Author

251. MANAGEMENT: THEORY AND PRACTICE. E. Dale. McGraw
1965 refs (HD31/D139)

"The purpose of this book is to provide a basic understanding of the field of management; the theories, the techniques, and the ways in which both are used. It is introductory in the sense that it assumes no previous knowledge

on the part of the reader, but it also includes material of considerable sophistication on such subjects as the conflicts among the various theories and the use of such techniques as operations research." Author

252. **MANAGEMENT THOUGHT AND ACTION: IN THE WORDS OF ERWIN H. SCHELL.** H. F. Goodwin and L. B. Moore, eds. Massachusetts Institute of Technology 1967 (HD31/S322)

Erwin H. Schell was head of the Department of Business and Engineering Administration, Massachusetts Institute of Technology and a well known industrial consultant. He was an originator of participative management and a forerunner of many other human-relations concepts. The editors selected and arranged ideas which were contained in Professor Schell's letters, and articles, and in tapes and films of his lectures, into a cogent view of his management philosophy.

253. **MANAGEMENT THOUGHT IN A DYNAMIC ECONOMY.** J. F. Mee. New York University 1963 refs (HD31/M494)

This book includes a chronological bibliography of publications which contain significant contributions to general management thought or theory from 1831 to 1962. The book discusses the beginnings of management thought and current concepts of interest to professional management.

254. **MANAGEMENT USES OF ACCOUNTING; PLANNING AND CONTROL FOR PROFITS.** R. F. Lewis. Harper 1961 (HF5657/L674)

"This book is designed to put accounting, its uses, and values into proper perspective for the businessman . . . The main purpose of this book is to show the reader how valuable accounting can be, if properly used, in charting the future and in controlling the present activities of any business."
Author

255. **MANAGEMENT'S SELF-INFLICTED WOUNDS; A FORMULA FOR EXECUTIVE SELF-ANALYSIS.** C. F. Austin. Rinehart 1966 refs (HF5549/A935)

No abstract.

256. **MANAGERIAL AND PROFESSIONAL STAFF GRADING.** J. Doulton and D. Hay. Allen & Dunwin 1962 (T58/D738)

"This book explains a system of job evaluation suitable for managerial and professional posts. It has something in common with other analytical systems, but there are new and unusual elements in it because the range of work with which we are concerned has called for a radical rethinking of the essential requirements for senior jobs." Author

257. **MANAGERIAL BEHAVIOR; ADMINISTRATION IN COMPLEX ORGANIZATIONS.** L. R. Sayles. McGraw 1964 (HD31/S275)

This book illustrates the conflicting pressures upon managers and concerns itself with the managerial task of dealing with people. The book is directed toward middle management.

258. **MANAGERIAL BEHAVIOR AND ORGANIZATION DEMANDS; MANAGEMENT AS A LINKING OF LEVELS OF INTERACTION.** R. T. Golembiewski and F. K. Gibson, eds. Rand McNally 1967 refs (HD31/G625)

"The . . . readings in this volume are chosen to transmit information necessary to facilitate managerial training . . . The bulk of this sampling of the vast managerially relevant literatures will be organized around these four themes:

- I. Managing by Ones and Twos: Freeing-up Relations Between Individuals
- II. Managing by Tens and Twenties: Supervising Immediate Work Units
- III. Managing by Hundreds: Middle Management and Departmental Dynamics
- IV. Managing by Thousands: Developing and Maintaining An Institution." Editor

259. **MANAGERIAL ECONOMICS.** J. Dean. Prentice 1951 refs (HD31/D281)

This text is written by a well known management consultant. It deals only with the phases of enterprise economics which are particularly useful to the management of a large industrial corporation.

260. **MANAGERIAL ECONOMICS AND OPERATIONS RESEARCH; A NON-MATHEMATICAL INTRODUCTION.** E. Mansfield, ed. Norton 1966 (HD31/M287)

Thirty-eight articles, many of which have been previously published elsewhere, are gathered together in this book. These articles provide an elementary description of the fields of operations research and managerial economics. The book provides a general introduction to the nature, purpose and potential usefulness of various concepts and techniques in these fields without demanding a great amount of mathematical understanding.

261. **MANAGERIAL FINANCE.** J. F. Weston and E. F. Brigham. Holt 2nd ed 1966 refs (HG173/W535)

"The emphasis of this book continues to be on decision making in the area of managerial finance. The central contribution of a school of business is the study of the management of business enterprise. Therefore the stress here is on managerial aspects of finance. The central decisions of research, engineering, production, and marketing are influenced by financial considerations. Hence the emphasis is on finance in relation to the other management functions. Good financial decisions must relate to the other areas of management decisions in the firm and to the changing external environment." Author

262. **MANAGERIAL FREEDOM AND JOB SECURITY.** M. Stone. Harper 1964 (HD6961/S879)

"In discussing the apparent conflict between management's right to 'direct the work forces' and the right of employees to job security, it was my plan to show how professional arbitrators have resolved grievances, not how I would have solved them had I been the arbitrator." Author

263. **THE MANAGERIAL MIND.** D. W. Ewing. Free Press 1964 refs (HF5500/E95)

No abstract.

264. MANAGERIAL PERFORMANCE STANDARDS. V. K. Rowland. American Management Association 1960 (HD38/R883)

"This challenging handbook on managerial standards of performance represents another scientific advance in further establishing management as a profession. The underlying theme is that management must do its own task. In short, this handbook offers by precept and demonstration a means by which managers can practice their profession." Walker L. Cisler, President, Detroit Edison Co.

265. MANAGERIAL PSYCHOLOGY; AN INTRODUCTION TO INDIVIDUALS, PAIRS, AND GROUPS IN ORGANIZATIONS. H. J. Leavitt. University of Chicago 2nd ed 1964 refs (HD31/L439/1964)

This book is primarily about human problems within the supervisory and management ranks. It examines the individual and his behavior, face-to-face situations, small groups and committees, and the problems of large organizations.

266. THE MANAGERIAL REVOLUTION J. Burnham Indiana University 1962 (JC252/B966)

"The Managerial Revolution was the first generalized attempt at the statement of a theory of the modern epoch that cut through the alternative of either-capitalism-or-socialism." Author

267. MANAGERS AND SCIENTISTS; SOME HUMAN PROBLEMS IN INDUSTRIAL RESEARCH ORGANIZATIONS. R. M. Hower and C. D. Orth. Harvard University 3rd ed 1963 refs (HD20/H859)

"The focus of this book by Professors Hower and Orth is on the administration of R&D organizations and especially on those human problems involved in the relationships between scientists and company managers. It seeks to enhance their understanding of certain human factors which give rise to stresses and strains in their daily work." Harvard Business School.

268. A MANAGER'S GUIDE TO MAKING CHANGES. A. S. Judson. Wiley 1966 refs (HD38/J93)

"Changes have been, are, and will continue to be a continuous feature of our lives. In this book I have attempted to develop some concepts and principles to help managers improve the way in which they introduce and implement changes in business situations." Author

269. MANAGER'S GUIDE TO OPERATIONS RESEARCH. R. L. Ackoff and P. Rivett. Wiley 1963 refs (HD20/A182)

"It is the purpose of this book to enable the industrial executive to reduce the faith he requires to undertake OR (Operations Research) in his organization. The techniques of OR are now so highly developed that it is difficult, and in fact not very useful, to take the executive through them. What we do feel, however, is that there is a need for the executive to become acquainted with what OR is doing, with how the OR worker goes about his task and what is likely to be involved in setting up OR." Author

270. MANAGERS MUST LEAD! A SUPERVISOR'S ROADMAP TO ADVANCEMENT. R. A. Killian. American Management Association 1966 (HF5500/K48)

This book deals specifically with methods for getting things done through people. It offers many suggestions for solving common management problems.

271. MANAGING CREATIVE SCIENTISTS AND ENGINEERS. E. Raudsepp. Macmillan 1963 refs (HF5549/R243)

"A new workable scheme of industrial life for skilled technical professionals requires a wide-angled approach. It requires from management: (1) a thorough understanding of the creative process, (2) an intimate understanding of the attributes and characteristics of the creative professional and (3) an insight into the subtle environmental forces and psychological conditions that best match the inherent requirements of creative functioning. It is the purpose of this book to meet this requirement, and its frame of reference has been purposely kept broad, without sacrificing necessary specificity." Author

272. MANAGING ENGINEERING AND RESEARCH; THE PRINCIPLES AND PROBLEMS OF MANAGING THE PLANNING, DEVELOPMENT AND EXECUTION OF ENGINEERING AND RESEARCH ACTIVITIES. D. W. Karger and R. G. Murdick. Industrial Press 1963 refs (T175.5/K18)

"This book was primarily written for two groups of readers -- the managers in engineering and research and the engineers and scientists who aspire to climb the managerial ladder. The objective was to present the dimensions of the job in combination with practical suggestions and the identification and description of the important fundamental facts and principles related to each new dimension." Author

273. MANAGING FOR RESULTS; ECONOMIC TASKS AND RISK-TAKING DECISIONS. P. F. Drucker. Harper 1964 (HD38/D794)

"This is a 'what to do' book. It deals with the economic tasks that any business has to discharge for economic performance and economic results. It attempts to organize these tasks so that executives can perform them systematically, purposefully, with understanding, and with reasonable probability of accomplishment. It tries to develop a point of view, concepts and approaches for finding what should be done and how to go about doing it." Author

274. MANAGING THE MANAGERS. R. C. Sampson. McGraw 1965
refs (HD31/S192m)

No abstract.

275. MANAGING WITH EDP; A LOOK AT THE STATE OF THE ART.
V. V. Higginson. (AMA Research Study 71) American Management Association 1965 (HD21/H637)

"This report is intended for all executives -- from the data-processing manager to the chief executive -- of all types of companies, who have an interest in EDP. It attempts to meet the need for basic information about computer applications, as well as the need for greater understanding of how these applications relate to the full process of management." J. W. Enell

276. MANNED SPACECRAFT; ENGINEERING DESIGN AND OPERATION.
P. E. Purser, M. A. Faget and N. F. Smith, eds Fairchild 1964
refs (TL873/P986)

This book contains a chapter called "Summary of Management and Operational Philosophy" by P. E. Purser, Special Assistant to the Director of Manned Spacecraft Center, NASA. He discusses program management, cost estimation and PERT (Program Evaluation and Review Techniques).

277. MANUAL OF PRACTICAL OFFICE SHORT CUTS. Compiled by Members of the National Office Management Association. McGraw 1947
(HF5547/N277)

"A collection of 625 proven practices and procedures for streamlining office routine. Covering the important everyday functions of the modern organization, this manual supplies details on many refinements for increasing the

effectiveness of departmental operations and executive control -- from practical hints in filing and typing, to improved practices of inventory control; from specimen work simplification forms, to scientific tests for the selection of personnel." Publisher

278. MANUFACTURING MANAGEMENT. F. G. Moore. Irwin 4th ed 1965
refs (TS155/M821/1965)

The book emphasizes decision making by management. Current management practices are presented with their strong points, weak points, pitfalls and dangers. Throughout the book the use of computers is assumed.

279. MARKETING. T. N. Beckman and W. R. Davidson. Ronald
7th ed 1962 refs (HF5415/B397)

The authors present a clear-cut picture of the development and present status of our marketing system. The marketing process is analyzed and major policies are examined with an emphasis on the business economic and social implications of these policies.

280. MARKETING AND BUSINESS RESEARCH. M. S. Heidingsfield and
F. H. Eby, Jr. Holt 1963 refs (HF5415/H465)

This book emphasizes the utilization of company records by marketing executives. Survey methods are described and motivational research is placed in perspective as a tool for marketing and business research. The important role of decision making is discussed.

281. MARKETING AND DISTRIBUTION RESEARCH. L. O. Brown. Ronald
3rd ed 1955 (HF5415/B878)

No abstract.

282. MARKETING RESEARCH. D. J. Luck and H. G. Wales. Prentice
1952 (HF5415/L941)

No abstract.

283. **MARKETING RESEARCH, PRINCIPLES AND READINGS.** P. M. Holmes. South-Western 1960 refs (HF5514/H752)

At the beginning of each chapter basic principles of marketing are discussed. Examples of these principles are presented in readings on research methods, techniques and applications. The book reviews all major areas of marketing research.

284. **MATERIALS MANAGEMENT.** S. Ammer. Irwin 1962 refs (HD69/A518)

Although most companies divide materials management responsibilities among several functional departments, the author has treated it as an integrated activity. The book discusses the organization, objectives, legal aspects, planning and forecasting required to properly accomplish materials management. He then gives a detailed analysis of inventory control, purchasing and traffic.

285. **MATHEMATICS FOR THE MODERN MANAGEMENT.** B. V. Dean, M. W. Sasieni and S. K. Gupta. Wiley 1963 refs (HD38/D281)

"This book is a mathematics text specifically written for business and economics students; all its examples and exercises cover topics which are familiar to the student of management from other parts of his curriculum. It is assumed that the reader will have completed the equivalent of college algebra and trigonometry." Author

286. **MATHEMATICS IN MANAGEMENT.** A. Battersby. Penguin Books 1966 refs (HD38/B335m)

"The aim of this book is to help build a bridge between the applied mathematics and the everyday world of industry and commerce. Its theme is the use of mathematics to solve problems of physical reality and it is entirely concerned with practical applications: every method described in it has been used by someone, somewhere, to help solve a problem in management. Case studies are used as illustrations, simplified in many cases so that their essential mathematical content emerges uncluttered by the purely local details." Author

287. **MEASUREMENT AND CONTROL OF OFFICE COSTS: MASTER CLERICAL DATA.** S. A. Birn, R. M. Crossan and R. W. Eastwood. McGraw 1961 (HF5547/B619)

This book provides the manager with practical information on office methods and cost control, including forms design and office layout.

288. THE MEN FROM THE BOYS. P. Stryker. Harper 1960
(HF 5500/S928)

No abstract.

289. MEN, MANAGEMENT, AND MENTAL HEALTH. H. Levinson et al.
Harvard University 1962 refs (HF 5548.8/L665)

No abstract.

290. METHODS ENGINEERING; DESIGN AND MEASUREMENT OF WORK
METHODS. E. V. Krick. Wiley 1962 (T56/K92)

No abstract.

291. METHODS OF OPERATIONS RESEARCH. P. M. Morse and G. E. Kimball.
Wiley 1st ed rev 1951 refs (Q180.A1/M886)

This book was first issued as a Classified document just after World War II.
It is a classic in the field of operations research.

292. METHODS OF ORGANIZATIONAL RESEARCH. V. H. Vroom, ed. University
of Pittsburgh 1967 refs (Ref/HM131/V984)

"What is the best way to learn about organizations? -- by creating them in the laboratory and studying their activities under controlled conditions, by trying to change 'ongoing' organizations and measuring the consequences of change attempts, by observing the properties of organizations and correlating these observations with one another, or by constructing computer models of organizational processes? The choice among them in any given situation rests with the reader, but, hopefully, the following pages will make it a more informed choice." Editor

293. MODELS FOR PRODUCTION AND OPERATIONS MANAGEMENT.
E. S. Buffa. Wiley 1963 refs (HD38/B929)

"The object of Models for Production and Operations Management is to present an introduction to the analytical methods that have been developed by people in operations research, management science and industrial engineering. To accomplish this, the book has been written in relatively nonmathematical style, attempting to present concepts and ideas without indulging in naive oversimplification." Author

294. MODERN CORPORATION FINANCE. W. H. Husband and J. C. Dockeray.
Irwin 5th ed 1962 refs (HG4011/H968)

No abstract.

295. A MODERN DESIGN FOR DEFENSE DECISION; A McNAMARA-HITCH-
ENTHOVEN ANTHOLOGY. S. A. Tucker, ed. Industrial College of the
Armed Forces 1966 refs (UA23/T894)

No abstract.

296. MODERN INVENTORY MANAGEMENT. J. W. Prichard and R. H. Eagle.
Wiley 1965 refs (HD55/P947)

No abstract.

297. MODERN MANAGEMENT METHODS PERT AND CPM; PROGRAM
EVALUATION REVIEW TECHNIQUE AND CRITICAL PATH METHOD.
D. M. Stires and M. M. Murphy. Materials Management Institute 1962
refs (HD69.P7/S861)

This book was written to supplement a three day formal PERT/CPM (Program Evaluation and Review Technique/Critical Path Method) course. It attempts to describe the concept of PERT and suggest how management might find practical uses for this concept.

298. MODERN MARKET RESEARCH; A GUIDE FOR BUSINESS EXECUTIVES.
M. K. Adler. Lockwood 1956 (HF5415/A237)

No abstract.

299. MODERN ORGANIZATION. V. A. Thompson. Knopf 1961 refs
(HD31/T477)

This book is written by a professor of political science at Syracuse University. It revolves around the relationships between specialist and hierarchical roles. The thesis of the book is the growing unbalance between ability and authority.

300. MODERN ORGANIZATION THEORY; A SYMPOSIUM OF THE FOUNDATION FOR RESEARCH ON HUMAN BEHAVIOR. M. Haire, ed. Wiley 1959 refs (HD31/F771m)

The book consists of eleven papers prepared by a group of social scientists interested in organization theory. The papers deal with abstract considerations on the nature of organizations.

301. MODERN PRODUCTION MANAGEMENT. E. S. Buffa. Wiley 2nd ed 1965 refs (TS155/B929)

No abstract.

302. MOODY'S INDUSTRIAL MANUAL-AMERICAN AND FOREIGN, JUNE 1967. Moody's Investors Service (No Classification No.)

This publication, which is revised and up-dated annually, is a comprehensive source of information on industrial corporations and enterprises, company history, management personnel, financial statements, location of offices and plants, including comparative income accounts, long-term record of earnings, comparative balance sheets, financial and operating data.

303. MOODY'S TRANSPORTATION MANUAL, 1967. Moody's Investors Service (No Classification No.)

"This manual covers the entire transportation industry with a wealth of statistical data not otherwise available to the investor in one volume. It is designed primarily for the use of the individual and institutional investor purchasing securities for investment." Editor

304. A MORAL PHILOSOPHY FOR MANAGEMENT. B. M. Selekman. McGraw 1959 (HF5386/S464)

"A Moral Philosophy for Management recognizes that the businessman confronts a potential dilemma: he must seek efficiency and profitability and square these goals with the Judaeo-Christian tradition and American democracy. To do so, he must guard against self-righteousness and cynicism while maintaining his technical capacity to run the company. On this basis the author defines the area of social responsibility natural to business, and shows how justice may be maintained." Publisher

305. MOTION AND TIME STUDY. B. W. Niebel. Irwin 4th ed 1967 refs (T60.M65/N665)

This book provides a practical and up-to-date work in the area of methods, time study and wage payments. It introduces Master Standard Data and Universal Standard Data. Man-machine relationships and work physiology are also discussed.

306. MOTION AND TIME STUDY APPLICATIONS. R. M. Barnes. Wiley 4th ed 1961 refs (T58/B261)

"This volume contains a number of unique motion and time study applications, the results of researches made at the University of Iowa and the University of California as well as problems for use in the classroom. It includes two sheets of film enlargements prepared especially for those who want practice in micromotion analysis and who find it inconvenient to use a motion picture projector." Author

307. MOTION AND TIME STUDY: DESIGN AND MEASUREMENT OF WORK. R. M. Barnes. Wiley 1963 refs (T60.M65/B261)

No abstract.

308. MOTION AND TIME STUDY: PRINCIPLES AND PRACTICE. M. E. Mundel. Prentice 3rd ed 1960 refs (T60.J6/M965)

No abstract.

309. MOTIVATION AND PRODUCTIVITY. S. W. Gellerman. American Management Association 1963 refs (HF5548.8/G318)

"This book has three main purposes: to draw together the most significant achievements in the study of work motivation; to present a theory that puts most of this research into a single, understandable perspective; and to show the practical implications of all this research and theory for management policy. In presenting the viewpoint of other writers, I have tried to state their ideas as authentically and sympathetically as possible, even though I may not always agree with them, and above all I have tried to express their ideas, which were often addressed in their original form to a professional audience, in terms that laymen could readily understand." Author

310. THE MOTIVATION TO WORK. F. Herzberg, B. Mausner and B. B. Snyderman. Wiley 2nd ed 1959 refs (HD4904/H582)

"The authors have collected experiences, judgments, and observations by using principles of sampling, directed observations, and detailed reports. The data in each case included not only the specific attitudes in the job situation but the factors associated with these attitudes and also the effects of the job attitudes on work performance . . . This study represents an important step toward increased objectivity, specificity, and efficient sampling of job situations." J. C. Flanagan, Director of Research, American Institute for Research

311. NETWORK-BASED MANAGEMENT SYSTEMS (PERT/CPM). R. D. Archibald and R. L. Villoria. Wiley 1966 refs (HD69/A673)

No abstract.

312. NEW CONCEPTS IN WAGE DETERMINATION. G. W. Taylor and F. C. Pierson. McGraw 1957 refs (HD4909/T241)

This book consists of eleven articles written especially for publication. They indicate that an adequate wage theory can't be confined to an integration of wage principles with general economic theory, but must include institutional and market consideration.

313. NEW DECISION-MAKING TOOLS FOR MANAGERS; MATHEMATICAL PROGRAMING AS AN AID IN THE SOLVING OF BUSINESS PROBLEMS. E. C. Bursk and J. F. Chapman, eds. New American Library 1963 (HD38/B972)

"The authors -- all experts in their fields -- deal with a wide range of decision-making areas, from such general problems as the use of mathematical programing and econometrics . . . to strategies of diversification and techniques for selecting the most profitable products . . . Hundreds of examples, charts, illustrations and a quick reference index add to the book's general business use." Publisher

314. THE NEW MANAGERS: PATTERNS OF BEHAVIOR AND DEVELOPMENT. W. R. Dill, T. L. Hilton and W. R. Reitman. Prentice 1962 refs (HF 5500/D578)

No abstract.

315. NEW PATTERNS OF MANAGEMENT. R. Likert. McGraw 1961
refs (HD31/L727)

The author proposes a theory of participative management. Tests of the theory suggest that organizational effectiveness and productivity can be increased through its application.

316. NEW PERSPECTIVES IN ORGANIZATION RESEARCH. W. W. Cooper, ed. Wiley 1964 refs (HD31/C778)

No abstract.

317. THE NEW SOCIETY; THE ANATOMY OF THE INDUSTRIAL ORDER. P. F. Drucker. Harper 1950 (HD57/D794)

"This is an anti-utopian book. It aims throughout not at the ideal society, but at a livable society for our time. This is a more modest aim than the quest for the perfect society that will shine as a beacon through the ages. It is at the same time a more ambitious undertaking. It requires concrete, feasible and effective policies, policies that can be done and that will do."
Author

318. THE NEW WAGE AND HOUR LAW. H. J. Anderson, ed. Bureau of National Affairs rev and enl ed 1961 (HD4974/B952)

No abstract.

319. NOTES ON OPERATIONS RESEARCH 1959. Assembled by the Operations Research Center. Massachusetts Institute of Technology 1959 refs (HD20/M414)

"These Notes make no pretense of covering all the aspects of Operations Research, nor even of complete consistency among the contributions here collected. At the present stage of rapid development of the field it was more appropriate to make available quickly some of the recent advances, rather than to spend several years in producing a complete text with a more unified point of view." Editor

320. OFFICE MANAGEMENT AND CONTROL; THE ACTIONS OF ADMINISTRATIVE MANAGEMENT. G. R. Terry. Irwin 4th ed 1962 (HF5547/T329)

No abstract.

321. OFFICE MANAGEMENT HANDBOOK. H. L. Wylie and J. Q. Harty, eds. Ronald 2nd ed 1958 refs (HF5547/032)

"The Office Management Handbook has been developed . . . to provide practical information and sound standards for everyone working in the vast and growing profession devoted to the direction and control of the office. Company officers and executives, particularly those charged with such functions as accounting, sales, purchasing, or production, must have a basic knowledge of modern office management as well as source of accurate procedural details about the varied office operations they must often direct." W. H. Evans

322. OFFICE MANAGEMENT, PRINCIPLES AND PRACTICES. J. J. W. Neuner. South-Western 5th ed 1966 (HF5547/N494a)

No abstract.

323. OFFICE ORGANIZATION AND MANAGEMENT. H. L. Wylie. Prentice 3rd ed 1953 refs (HF5547/W983)

Basic office management philosophy procedures are highlighted.

324. THE OFFICE SUPERVISOR'S MANUAL. A. Wiren. Motivation 1962 (HF5549/W798)

No abstract.

325. OPERATIONAL RESEARCH IN MANAGEMENT. R. T. Eddison, K. Pennycuick and B. H. P. Rivett. English Universities 1962 (HD20/E21)

No abstract.

326. OPERATIONS COST CONTROL. R. N. Anthony and J. S. Hekimian. Irwin 1967 refs (HD47.5/A628o)

The major objective of this book is to illustrate how accounting information can be used by managers. A distinction is drawn between accounting and managerial needs for cost data. The manager's use of existing cost data in decision making is emphasized.

327. OPERATIONS PLANNING AND CONTROL. J. H. Greene. Irwin 1967
refs (TS155/G811)

"In today's affluent society with its burgeoning wealth and information explosion the emphasis is upon creative designing. This book is written for those who are interested in the creative design of operations systems. While the emphasis is upon the industrial production system, the techniques are equally suitable for planning and control of research operations, construction operations, airline operations, and others." Author

328. OPERATIONS RESEARCH: AN ANNOTATED BIBLIOGRAPHY.
J. H. Batchelor. 3 v Saint Louis University 1959-1963 refs
(Z7405/B328)

This three volume set provides a comprehensive bibliography of operations research literature covering the years 1946 through 1960. It includes anything which concerns operations research or which has been cited in support of such work. The entries are annotated and arranged in alphabetical order by author or editor. An index arranged by author, title and subject is included for each volume.

329. OPERATIONS RESEARCH, ARMAMENT, LAUNCHING. G. Merrill,
H. Goldberg and R. H. Helmholtz. (Principles of guided missile design v 3)
Van Nostrand 1956 refs (UG630/P957/v3)

This book includes information on the procedures by which guided missiles are developed and the operational functions assigned to the armed services which direct their requirements for guided missiles. Operations research is described as the tool by which various factors can be logically examined as a basis for formulating an operational requirement.

330. OPERATIONS RESEARCH IN RESEARCH AND DEVELOPMENT; PROCEEDINGS OF A CONFERENCE AT CASE INSTITUTE OF TECHNOLOGY.
B. V. Dean, ed. Wiley 1963 refs (HD20/D281)

"The theme of 12 papers presented at a conference at Case Institute of Technology . . . is application of operations research methods to research and development problems. The first chapter, 'A proposal for Strengthening U.S. Technology,' is a provocative paper by Ellis A. Johnson. Of practical value to research and development administrators are several chapters on application of network methods such as PERT (Program Evaluation and Review Technique)." 1967 Research Administration Bookshelf

331. OPTICAL SCANNING FOR THE BUSINESS MAN. R. Dyer and J. E. Hoelter. Hobbs, Dorman. 1966 refs (HF5548.5.06/D996)

"The purpose of this report is to facilitate the decision-making process for anyone concerned with the purchase of an optical scanner. Although the technically trained person will find some value in this report, our main interest is the businessman or government officer." Author

332. ORGANIZATION. E. Dale. American Management Association 1967 refs (HD31/D139o)

This book is based on a survey of organization practices in large and medium sized companies. There is a large section on reorganization explaining when reorganization is necessary and how to plan the changes and put them in effect. The book defines organizing as a "process of (1) determining what must be done if a given aim is to be achieved; (2) dividing the necessary activities into segments small enough to be performed by one person; and (3) providing means of coordination so that there is no wasted effort and the members of the organization do not get in each other's way."

333. ORGANIZATION AND INNOVATION. C. Argyris. Irwin 1965 (HD31/A695)

The problems of interpersonal relations and the creation of a healthy research climate are discussed.

334. ORGANIZATION FOR PRODUCTION; AN INTRODUCTION TO INDUSTRIAL MANAGEMENT. E. S. Roscoe. Irwin 4th ed 1967 refs (T56/R792)

"This book is intended to serve as a short elementary text on industrial organization and management . . . It does not provide complete information about any of the topics comprising the subject as a whole. The purpose is to present a survey which will inform the reader about the development of modern industry and scientific management and will enable him to grasp the operating principles. An important aim is to stimulate interest on the part of those who have had little background or few intimate contacts with practical industry." Author

335. THE ORGANIZATION MAN. W. H. Whyte, Jr. Doubleday 1957 refs (BF697/W629)

This is an important study of the effect of the organization upon the individual. It includes much information about psychological testing and the individual's right to privacy. The problems of managing research and creative scientists are also examined.

336. THE ORGANIZATION OF INDUSTRIAL SCIENTIFIC RESEARCH. C. E. K. Mees and J. A. Leermakers. McGraw 2nd ed 1950 (T65/M495)

"The text presents an account of the history and development of industrial scientific research, the general principles of its conduct, and an analysis of the methods actually used for the organization and operation of industrial research laboratories." Author

337. THE ORGANIZATION OF RESEARCH ESTABLISHMENTS. J. Cockcroft, ed, Cambridge University 1965 (Q180.A1/C666)

"The objective of this book is to discuss the factors which make for creativity and productivity in a wide variety of research establishments. We hope that the varying experiences and ideas put forward will be of value to all those who have the responsibility for research." Editor

338. ORGANIZATION THEORY; A BEHAVIORAL ANALYSIS FOR MANAGEMENT. W. G. Scott. Irwin 1967 refs (HD31/S431o)

This is an outgrowth of the author's book Human Relations in Management (HD31/S431), however, it is quite different from the original in content and orientation. The author feels that a new management movement has emerged since 1962, which might be called, "industrial humanism."

339. ORGANIZATION THEORY IN INDUSTRIAL PRACTICE; A SYMPOSIUM OF THE FOUNDATION FOR RESEARCH ON HUMAN BEHAVIOR. M. Haire, ed. Wiley 1962 (HD31/F771)

Papers by the ten contributors of this book represent the practical side of management as opposed to the "ivory tower" approach. Several case histories are included.

340. ORGANIZATIONAL BEHAVIOR AND ADMINISTRATION: CASES, CONCEPTS, AND RESEARCH FINDINGS. P. R. Lawrence et al. Dorsey Press 1961 refs (HD6971/L422)

This book presents several case studies of actual organizational behavior situations.

341. ORGANIZATIONAL BEHAVIOR: CASES AND READINGS. A. Grimshaw and J. W. Hennessey, Jr. McGraw 1964 (HD30/G865)

No abstract.

342. ORGANIZATIONAL DECISION MAKING. M. Alexis and C. Z. Wilson. Prentice 1967 refs (HD38/A384)

No abstract.

343. ORGANIZATIONAL INTELLIGENCE: KNOWLEDGE AND POLICY IN GOVERNMENT AND INDUSTRY. H. L. Wilensky. Basic Books. 1967 refs (JF1525.16/W676)

"This book explores a classic problem in Social Science -- The ways in which knowledge shapes policy . . . To provide a perspective for the study of problems in the organization of the intelligence function common to all complex social systems, I shall apply the military analogy to a wide range of cases in politics, international relations, industry, and welfare." Author

344. ORGANIZATIONAL RELATIONS AND MANAGEMENT ACTION; CASES AND ISSUES. G. L. Bergen and W. V. Haney. McGraw 1966 (HD31/B495)

This book consists of case studies illustrating various personnel management problems. These cases are designed to help one test and apply his knowledge, insight, skills and values in making business decisions and taking action.

345. ORGANIZATIONS. J. G. March and H. A. Simon. Wiley 1958 refs (HD31/M315)

This book is about the theory of formal organizations. It includes a chapter on classical organization theory which gives the historical background.

346. ORGANIZATIONS AND HUMAN BEHAVIOR; A BOOK OF READINGS.
G. D. Bell, ed. Prentice 1967 refs (HM131/B433)

No abstract.

347. ORGANIZATIONS IN ACTION; SOCIAL SCIENCE BASES OF ADMINISTRATIVE THEORY. J. D. Thompson. McGraw 1967 refs (HD38/T473)

No abstract.

348. ORGANIZATIONS: STRUCTURE AND BEHAVIOR. J. A. Litterer, ed.
Wiley 1963 refs (HD31/L777)

This book is concerned with organizational processes about which a manager will have to make decisions. The editor tries to show how organizational activities are allocated, what makes coordination difficult, and how integration is obtained.

349. ORGANIZATIONS: THEORY AND CLASSICAL CONCEPTS.
Hutchinson, J. G. Holt 1967 (HD31/H976)

The first part of the book gives an overall view of the historical evolution of industry and organization theory; the second part examines the traditional functions of management: planning, organizing, leading, and controlling; the third part deals with the acquisition of managerial manpower.

350. ORGANIZED EXECUTIVE ACTION; DECISION-MAKING, COMMUNICATION, AND LEADERSHIP. H. H. Albers. Wiley 1961 refs (HD31/A330)

"Executive action is viewed as an organized (hierarchical) process which has a socio-psychological as well as a functional dynamics. The knowledge and techniques implied by this conception of the 'infield of management' are assumed to have universal properties which can be applied in different kinds of organization, in the various functional areas (production, finance, marketing, and personnel), and at any level of the hierarchy (president, department head, foreman)." Author

351. ORGANIZING, PLANNING, AND SCHEDULING FOR ENGINEERING OPERATIONS. D. Fuller. Industrial Education Institute 1962 (TA190/F965)

No abstract.

352. ORGANIZING YOUR JOB IN MANAGEMENT. C. Heyel. American Management Association 1960 (HD38/H615)

The problem of executive "overload" is discussed. The author suggests that the problem may be solved by changing established habits, thought patterns and job approaches.

353. PENSION FUNDS AND ECONOMIC POWER. P. P. Harbrecht. Twentieth Century Fund 1959 refs (HD7106/H255)

This author has studied all aspects of pension trusts to reveal their broad economic power. The organization of pension trusts is examined to determine where authority over them resides and what rights are granted to beneficiaries.

354. PERFORMANCE OBJECTIVES FOR MANAGERS. R. F. Valentine. American Management Association 1966 (HD38/V158)

No abstract.

355. PERSONALITY AND ORGANIZATION; THE CONFLICT BETWEEN SYSTEMS AND THE INDIVIDUAL. C. Argyris. Harper 1957 (HF5549/A695)

No abstract.

356. PERSONALITY AND PRODUCTIVITY IN MANAGEMENT. J. H. Mullen. Columbia University 1966 refs (HD38/M958)

This book reports on a study designed to test the effect leadership has upon productivity and organizational effectiveness. The author concludes that, if we are to understand the process of leadership more fully, more must be known about the way in which the interplay of personality, leadership methods, and environmental factors influence and affect total performance.

357. PERSONNEL INTERVIEWING: THEORY AND PRACTICE F. M. Lopez. McGraw 1965 refs (HF5549.5/L864)

"This book represents an attempt to restore the interview to what I believe is its rightful position as a major instrument of personnel management . . . The interview described herein is neither employer-nor employee-centered, and the style, technique and methodology recommended for each type of personnel interview is always directed at this two-factor goal." Author

358. PERSONNEL RELATIONS: THE HUMAN ASPECTS OF ADMINISTRATION. A. M. Whitehill. McGraw 1955 refs (HF5549/W592)

This book deals with the system of relationships, procedures, and techniques of human administration in business. It explores both the formal and informal organizational aspects of employers and employees working together.

359. PERSONNEL: THE HUMAN PROBLEMS OF MANAGEMENT. G. Strauss and L. R. Sayles. Prentice 2nd ed 1967 refs (HF5549/S912p)

No abstract.

360. PERT; A NEW MANAGEMENT PLANNING AND CONTROL TECHNIQUE. J. W. Blood, ed. American Management Association 1962 refs (HD69.P7/S856)

Fourteen articles by different contributors are included in this book on PERT (Program Evaluation and Review Technique). PERT theory is reviewed and PERT/TIME and PERT/COST are discussed. Practical experience with PERT and allied techniques are also considered.

361. PLANNING AND CONTROL WITH PERT/CPM. R. I. Levin and C. A. Kirkpatrick. McGraw 1966 refs (HD69.P7/L665)

No abstract.

362. PLANNING THEORY. P. P. Le Breton and D. A. Henning. Prentice-Hall 1961 refs (HD31/L452)

"This is a book on planning theory. It treats planning done at all levels in business enterprises, but since planning knows no institutional bounds, much

of what we say is applicable to other kinds of organizations. We recognize that effective planning ends in implementation and control of the plans, and these considerations are woven into our body of theory." Author

363. PLANT LOCATION. L. C. Yaseen, with an introduction by J. A. Russell. American Research Council rev ed 1960 refs (HD58/Y29)

"Leonard C. Yaseen's book, Plant Location, represents ideas gained by many years of successfully matching industries and communities. It discusses in detail the factors which must be considered as plans are made to locate a plant; it recognizes the geography of cost and shows how the geographic variability in industrial costs can be determined. In this way it is an essential tool for the manufacturer who has plans for movement or expansion and for locational consultants employed to recommend new sites. But this book also should be of value to the leaders of communities that are hopeful of attracting industry because Mr. Yaseen points out the factors he has found to be of importance in locational decisions, and shows how those responsible for the decisions judge potential sites in terms of industrial cost." J. A. Russell Dept. of Geography, University of Illinois

364. THE PLAYSRIPT PROCEDURE: A NEW TOOL OF ADMINISTRATION. L. H. Matthies. Office Publications 1961 (HF5547/M443)

The author examines the language and format of standard procedures and offers a revolutionary technique for writing "action" procedures. The chapter on "Common Errors in Procedures and How to Avoid Them" is particularly provocative.

365. THE POLITICS OF BUREAUCRACY. G. Tullock. Public Affairs Press 1965 (JF1351/T921)

The author examines in detail the inner workings of bureaucracy, its successes and its failures. Parkinson's law is discussed, as are the motivations of bureaucrats in the hierarchy. The book represents an economist's approach to political relationships between individuals.

366. THE POLITICS OF RESEARCH. R. J. Barber. Public Affairs Press 1966 refs (Q180.U5/B234)

The author believes that the management of Federal R&D (Research and Development) funds must be brought within the effective, not merely the apparent control of our political institutions.

367. POOR'S REGISTER OF CORPORATIONS, DIRECTORS AND EXECUTIVES. 1968 Standard and Poor's Corporation (Ref/HD2745/S785)

Poor's Register is published annually with quarterly revisions and a geographical supplement. It lists American and Canadian corporations showing names and titles of executives, principal products, number of employees and annual sales range.

368. POWER AND MORALITY IN A BUSINESS SOCIETY. S. K. Selekman and B. M. Selekman. McGraw 1956 (HB72/S464)

No abstract.

369. POWER UNLIMITED: THE CORRUPTION OF UNION LEADERSHIP; A REPORT ON THE McCLELLAN COMMITTEE HEARINGS. S. Petro. Ronald 1959 refs (HD6508/P497)

"This book has been written in order to provide an accurate summary of the McClellan Committee disclosures and to alert the public to the deficiencies and the positive evils of some of the reforms proposed in Congress . . . Part I of this book describes the pattern of conduct and the undesirable social consequences with the McClellan Record reveals. Part II explains the governmental deficiencies which give rise to the untoward conduct and consequences disclosed by the Record. Part III is an attempt to show that the abuses disclosed in the McClellan Record are basic and that unless removed they must go on and on til they destroy us, or reduce us to something less than the good and free society, which we wish to be and can be." Author

370. PRACTICAL CONTROL OF OFFICE COSTS, WITH UNIVERSAL OFFICE CONTROLS. H. B. Maynard, W. M. Aiken and J. F. Lewis. Management Pub. Corp. 1960 (HF5547/M471)

This book has been written to provide a method for reducing or controlling rising office costs. The basis for this is a measurement and control program. The book demonstrates in detail how a successful office cost control program can be put into operation.

371. PRACTICAL CONTROLLERSHIP. D. R. Anderson and L. A. Schmidt. Irwin rev ed 1961 (HF5550/A545)

This book discusses the relationship of controllership to the areas of accounting, organizing, financing and business decision making. It is divided into three parts: Part I, Functions and Organization. Part II The Controller and the Basic Techniques. Part III, The Controller and Forward Planning.

372. PRACTICAL FINANCIAL STATEMENT ANALYSIS. R. A. Foulke. McGraw 5th ed 1961 refs (HF5681.B2/F767)

This book discusses the American historical background of financial statement analysis, small business analysis by sales income breakdown, financial ratios, comparative analysis, the income statement, the philosophy of financial statements, and summarizes the recent developments in accounting principles and practices.

373. PRACTICAL GUIDE TO CONFERENCE LEADERSHIP. J. S. Morgan. McGraw 1966 (LC6519/M848)

No abstract.

374. PRACTICAL OFFICE TIMESAVERS. A. H. Gager, comp. McGraw 1957 (HF5547/G133)

"These short cuts . . . represent the combined effort of many to give you the best in the way of thought-provoking ideas for doing the office job better and at lower cost. Simply defined these short cuts are noncommercial, unpatented, uncomplicated, gadgets, tricks and methods improvements." Compiler

375. PRACTICE OF MANAGEMENT. P. F. Drucker. Harper 1st ed 1954 (HD70.U5/D794)

No abstract.

376. PRICING, DISTRIBUTION, AND EMPLOYMENT; ECONOMICS OF AN ENTERPRISE SYSTEM. J. S. Bain. Holt 1953 refs (HF5415/B162)

"The economic theory presented herein is essentially limited to the contemporary or modern analyses of price or value, of income distribution, and of the level of income and employment. In all cases the theories presented are of the conventional static or equilibrium variety, and no attempt is made to develop theories of process, growth, or change through time. In the present stage of development of economic theory it still appears expedient to regard these conventional equilibrium theories as fundamentals of economic theory in general, with which the student should become thoroughly acquainted before considering more difficult models for prediction and analysis." Author

377. PRINCIPLES OF HUMAN RELATIONS; APPLICATIONS TO MANAGEMENT. N. R. F. Maier. Wiley 1952 (HF5549/M217)

"The scope of this book includes discussion of problems of human relations in industry, new techniques and approaches to them, and the problems involved in training persons to practice the effective techniques." Author

378. PRINCIPLES OF MANAGEMENT; AN ANALYSIS OF MANAGERIAL FUNCTIONS. H. Koontz and C. O'Donnell. McGraw 3rd ed 1964 refs (HD31/K82a)

"The reflection, research, and analysis of many persons in managerial positions and of others who have had opportunities to observe management have led to the recognition of principles that aid in understanding the management process. However, these principles and techniques, isolated and unrelated, often lack a framework to which they can be joined systematically. It is the purpose of this book to provide such a conceptual framework for the orderly presentation of the principles of management. In undertaking this task, the authors have drawn freely upon the discoveries, formulations, and researches of the many managers and scholars who have studied the problem." Author

379. PRINCIPLES OF MANAGEMENT. G. R. Terry. Irwin 4th ed 1964 refs (HD31/T329)

"The major parts of this book are fundamental concepts, decision making and management, planning, organizing, actuating, controlling, and the process of management in selected areas. Included in this revision are the significant contributions to management study by the behavioral scientists, those who emphasize decision making and those who advocate increased use of quantitative techniques." Author

380. THE PRINCIPLES OF ORGANIZATION. J. D. Mooney. Harper rev ed 1947 (HM131/M 818)

"Organization in the formal sense means order, and its corollary, an organized and orderly procedure. To find and correlate the formal principles that make this order is the aim of this book." Author

381. PRINCIPLES OF ORGANIZATION AND MANAGEMENT. H. H. Albers. Wiley 2nd ed 1961 (HD31/A332)

"The central core of this book is concerned with the basic elements of managerial action -- planning, communication, and motivation--within an organized managerial structure. The knowledge and skills involved in managing are assumed to have universal properties that can be applied in different kinds of organization, in the various functional area (production, finance, marketing and personnel), and at any level of the hierarchy (president, department head, foreman)." Author

382. PROCEEDINGS OF THE EIGHTEENTH NATIONAL CONFERENCE ON THE ADMINISTRATION OF RESEARCH, SEPT. 9-11, 1964 Denver Research Institute, University of Denver 1965 (T175.5/D416)

This is a group of papers on various aspects of research and development management. The main topics are: the public and research, private foundations and similar sponsors of research, communities for research, the research park, and industrial attitudes toward research.

383. THE PROCESS OF MANAGEMENT; CONCEPTS, BEHAVIOR, AND PRACTICE. W. H. Newman, C. E. Summer and E. Kirby. Prentice 1967 (HD31/N556p/1967)

The purpose of this book is to present new ideas of behavioral sciences, to recast and refine concepts of managing and to present these concepts in nontechnical language for the practicing executive. Material illustrating these concepts is included so the reader can determine how these concepts can be applied to actual situations.

384. **PROCUREMENT AND INVENTORY SYSTEMS: THEORY AND ANALYSIS.** W. J. Fabrycky and J. Banks. Reinhold 1967 refs (TS155/F133)

"Our aim in writing this book is to present the conventional topic of inventory theory in an unconventional manner. This is accomplished by explicitly recognizing that the replenishment of inventory requires procurement action from one of several possible sources. We make use of many well-known inventory decision models to show that procurement and inventory operations may be treated in a unified manner." Author

385. **PROCUREMENT AND PROFIT RENEGOTIATION.** J. F. Weston, ed. Wadsworth 1960 refs (HD3858/W535)

"The present volume has grown out of a group of papers developed and circulated prior to a seminar on Profit Renegotiation held at the University of California, Los Angeles, on May 18-19, 1959 . . . The purpose of the seminar was to bring together a series of papers to be read prior to the conference to provide a basis for generating some new ideas about profit renegotiation. The distinguished quality of these papers, coupled with the dearth of published material on renegotiation, led to the decision to publish the papers and the significant points developed by the seminar." Editor

386. **PROCUREMENT: PRINCIPLES AND CASES.** W. B. England. Irwin 4th ed 1962 refs (HF5437/E58)

"The purpose of this book is to provide text material that is based on the problems encountered in the performance of the procurement function and to provide cases that involve real life business procurement situations for use in aiding practitioners and students to develop understanding of and competence in, the operations of the procurement function." Author

387. **PRODUCTION AND LOGISTICS MANAGEMENT: TEXT AND CASES.** R. E. McGarrah. Wiley 1963 refs (HD31/M145)

No abstract.

388. PRODUCTION HANDBOOK. G. B. Carson, ed. Ronald 2nd ed 1958 (T56/P964)

"The purpose of the Production Handbook is to synthesize from the vast literature of the field the important facts, accepted principles and tested procedures upon which efficient cost-saving manufacturing operations are based; to present this information in clear, concise terms . . . and to integrate the whole in logically organized form for quick, easy reference."
Publisher

389. PRODUCTION MANAGEMENT. H. N. Broom. Irwin rev ed 1967 refs (TS155/B873/1967)

This book studies production management of manufacturing concerns. The introductory chapters study managerial organization of the factory. Supervision, safety, tolerances and blueprints, tooling, economic order of quantities, statistical quality control and waste control are all discussed with their relationship to production.

390. PRODUCTION PLANNING AND INVENTORY CONTROL. J. F. Magee and D. M. Boodman. McGraw 2nd ed 1967 refs (TS155/M191)

This book introduces new concepts and methods of inventory control. It emphasizes the functions inventories serve and the factors affecting inventory planning decisions. It includes appendixes with mathematical methods which have general application in production planning and inventory control.

391. PRODUCTIVITY AND TECHNICAL CHANGE. W. E. G. Salter. Cambridge University 1960 refs (HD57/S277)

"In this book I have attempted to analyse . . . the relationship between productivity and technical change. I have begun from the premise that to understand productivity movements we must see them as one part of an economy in the process of change, and that the problem is basically to fit productivity and technical change into a context of prices and costs." Author

392. PRODUCTIVITY, PROFITS AND HUMAN PROGRESS THROUGH INDUSTRIAL ENGINEERING; INTERNATIONAL CONFERENCE PROCEEDINGS, SEPT. 23-25, 1963. American Institute of Industrial Engineers. 1963 (Ref/T58.A2/A5121)

The papers presented at this conference cover a wide variety of subjects. Some of them are: handicapped workers, labor relations, industrial engineering throughout the world, work design, logistics management, human factors, corporate planning and information systems.

393. PROFESSIONAL MANAGEMENT: THEORY AND PRACTICE. T. Haimann. Houghton Mifflin 1962 refs (HD31/H151)

"Professional Management: Theory and Practice recognizes management as a science and its practice as a profession. It offers the traditional and tested concepts of management tempered with the results of current thinking and recent research documented in scholarly fashion and buttressed by unusually helpful bibliographies for each part." J. W. Towle, Editor

394. THE PROFESSIONAL MANAGER. D. McGregor. McGraw 1967 (HD31/M147)

"The scientist McGregor presents a hypothesis of a relationship between the nature of man and his view of the world. He examines this relationship as it applies to a series of dilemmas; role and role conflict, relationship of personal style and managerial strategy, and the appropriate use of managerial power." Richard Beckhard

395. PROFESSIONAL PRACTICES IN MANAGEMENT CONSULTING. Association of Consulting Management Engineers 1959 (HD38/A849)

The Sub-Committee on Professional Practices in Management Consulting of the Association of Consulting Management Engineers prepared this book as a guide to professional management practices. It presents a summary of a study of methods used by professional management consultants in the preparation, conduction and follow-up on a consulting engagement. An Appendix with the ACME Code of Ethics is included.

396. PROFIT CONTROL: HOW TO PLUG PROFIT LEAKS. P. Carroll. McGraw 1962 refs (HD31/C319)

No abstract.

397. **PROFITABILITY ACCOUNTING FOR PLANNING AND CONTROL.**
R. Beyer. Ronald 1963 (HD31/B573)

Profitability accounting is both a philosophy of accounting and a system for carrying out the philosophy. The system produces managerial accounting information without sacrificing consistent application of the principles of custodial accounting. It provides a method for systematic profit planning integrating individual plans and converting them into forecast profit.

398. **PROGRAM BUDGETING; PROGRAM ANALYSIS AND FEDERAL BUDGET.**
D. Novick, ed. Harvard University 1965 refs (HJ2052/N943)

No abstract.

399. **A PROGRAMMED INSTRUCTION TO PERT (Program Evaluation and Review Technique).** Federal Electric Corp. Wiley 1963 (HD69.P7/F293)

This is a programmed instruction manual on PERT (Program Evaluation and Review Technique). It is designed to give the basic knowledge needed to use PERT techniques.

400. **PROGRESSIVE FILING AND RECORDS MANAGEMENT.** G. Kahn,
T. Yerian and J. R. Stewart. McGraw 6th ed 1962 (HF5736/K12)

This book covers the basic principles and procedures of filing and at the same time, it also considers the increasingly important managerial aspects of records maintenance. The book is divided into three parts:

1. The Principles of Filing
2. Filing Systems
3. Records Management

401. **PROJECT ENGINEERING; PROFITABLE TECHNICAL PROGRAM MANAGEMENT.** V. G. Hajek. McGraw 1965 (TA175.5/H154)

No abstract.

402. PROJECT ESTIMATING BY ENGINEERING METHODS. P. F. Gallagher. Hayden 1965 (Ref/TA183/G162)

"In Project Estimating by Engineering Methods I have endeavored to provide from personal experience a practical approach to attaining this consistency by summarizing many general practices and introducing methods that have proved valuable and accurate in various types of work. The examples, illustrations, and solutions given should be applicable to any type of quantity production. The subjects covered are each a part of the closely related and interwoven techniques of project estimating, and have but one aim: to provide the tools to produce a consistently accurate estimate." Author

403. PROJECT MANAGEMENT. J. S. Baumgartner. Irwin 1963 (HD38/B348)

This book deals with problems of project managers of DOD (Department of Defense) and NASA (National Aeronautics and Space Administration) projects. It includes a glossary of terms used in project management and a brief appendix on PERT (Program Evaluation and Review Technique) and PERT/COST.

404. PROJECT MANAGEMENT AND CONTROL. R. L. Martino. American Management Association 3 vols 1964-65 (HD69.P7/M386)

Each volume in this set deals with a separate aspect of project management and has its own title: V.1 Finding the Critical Path. V.2 Applied Operational Planning. V.3 Allocating and Scheduling Resources. This series intends to provide basic information concerning the uses of PERT (Program Evaluation and Review Technique) and CPM (Critical Path Method).

405. PROJECT MANAGEMENT WITH CPM AND PERT. J. J. Moder and C. R. Phillips. Reinhold 1964 refs (HD69.P7/M689)

"The authors have combined the better features of CPM (Critical Path Method) and PERT (Program Evaluation and Review Technique) and have extended the methodology. The material has been extensively tested in seminars for industrial, business, military, government and construction personnel and in engineering and management courses for graduate and undergraduate students." Editor

406. PROJECT PLANNING AND CONTROL; SIMPLIFIED CRITICAL PATH ANALYSIS. D. C. Robertson. The Chemical Rubber Co. 1967 (TS155/R649)

The author describes the techniques of Critical Path Analysis. The form of CPA discussed is simple, inexpensive and does not require a computer.

407. PROPOSAL AND INQUIRY WRITING: ANALYSIS, TECHNIQUES, PRACTICE. S. Mandel and D. L. Caldwell. Macmillan 1962 (T11/M271)

No abstract.

408. PSYCHOLOGY IN ADMINISTRATION; A RESEARCH ORIENTATION; A RESEARCH ORIENTED TEXT WITH INTEGRATED READINGS. T. W. Costello and S. S. Zalkind. Prentice 1963 refs (HF5548.8/C841)

"This book is aimed at facilitating the passage between administration and psychology for those who start at either end of the route. It is organized in terms of categories that are familiar to the psychologist: perception, motivation, emotion, learning, attitude, and thinking. Each section starts with a discussion of basic psychological laws and knowledge that apply to the mechanisms under consideration. It proceeds toward examples of how these mechanisms operate in organizational situations." H. A. Simon

409. PUBLIC ADMINISTRATION. M. E. Dimock and G. O. Dimock. Holt 3rd ed 1964 refs (JF1351/D582)

No abstract.

410. PUBLIC ADMINISTRATION. J. M. Pfiffner and R. Presthus. Ronald 5th ed 1967 refs (JK421/P529)

"Designed for the introductory course in public administration, this book provides a detailed account of the field of administration at all levels of government . . . A chapter has been added on the much neglected role of the specialist. The increased application and utility of behavioral research have been stressed." Author

411. PUBLIC CONSTRUCTION CONTRACTS AND THE LAW. H. A. Cohen. McGraw 1961 refs (HD3858/C678)

"This book is intended as a guide to the basic rules, reliable procedures, and statutory requirements governing public construction contracts. Because the rules are often elaborately drawn up to minimize the opportunities for fraud, their application is quite difficult, and even careful formulation of contract documents cannot always avoid controversy. The contents of this work have therefore been arranged to chart a clear path for those most concerned -- contractors, engineers, architects, suppliers of equipment or materials, the surety, public officials and agencies, and their lawyers."

Author

412. PURCHASING HANDBOOK: STANDARD REFERENCE BOOK ON PURCHASING POLICIES, PRACTICES, PROCEDURES, CONTRACTS AND FORMS. G. W. Aljian, ed. McGraw 2nd ed 1958 refs (HF5437/A414/1966)

"The primary objective of the handbook is to serve as a guidebook or manual. It is intended to provide practical, dependable reference information to assist in answering the day-to-day 'how to do it best' concerns of the men and women engaged in purchasing activities for small, medium, and large organizations in industry and government, as well as in other nonprofit organizations." Editor

413. THE PYRAMID CLIMBERS. V. O. Packard. McGraw 1st ed 1962 (HF5500/P119)

"The Pyramid Climbers is a unique portrait of what the executive's world is like . . . that strange society within a society which offers a man fabulous rewards in money and prestige -- and demands in return nothing but his entire life." New York Herald Tribune

414. QUALITY CONTROL FOR MANAGEMENT. P. Peach. Prentice 1964 (TS165.Q3/P355)

This book is intended to help managers acquire the basic understanding they need in the new systems fields, particularly the field of statistical quality control.

415. **QUALITY CONTROL FOR THE MANAGER.** A. Cowan. Macmillan 1964
refs (HD45/C874)

"The book attempts to bring out the general philosophy of Quality Control and to show that far from being a statistical exercise it is essentially based on two vital ingredients -- Common sense and an attitude of mind. It is written for two types of reader: first for the management which seeks to understand the character and purpose of Quality Control before making decisions on that score, and secondly as a guide to the men and women who will have the opportunity of creating a Quality Control service for the man on the job." Author

416. **QUALITY CONTROL HANDBOOK.** J. M. Juran, L. A. Seder and F. M. Gryna, eds. McGraw 2nd ed 1962 (TS156.Q3/J95)

No abstract.

417. **THE QUALITY CONTROL SYSTEM.** R. B. Fetter. Irwin 1967 refs
(TS156.Q3/F421)

"This book attempts to present statistical methods relevant to the design of quality control systems from both the technical and economic points of view . . . All of the basic technical considerations are presented in as simple a manner as possible, but it is assumed that the reader has a knowledge of elementary analytical statistics . . . The intent here is to provide a framework for the student of production management, with which he can understand the nature and purposes of quality control systems." Author

418. **QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS.** H. Bierman, Jr., L. E. Foulds and R. K. Jaedicke. Irwin 1961 refs (HD38/B588)

This introductory work shows the application of mathematics to business problems. A certain amount of mathematical training is presumed on the reader's part.

419. **THE QUANTITATIVE APPROACH TO MANAGERIAL DECISIONS.** L. W. Hein. Prentice 1967 refs (HD38/H468)

The author attempts to bridge the gap between the language of the businessman and that of the mathematician. Simple mathematical notations are used and explained in terms of everyday language whenever possible.

420. QUANTITATIVE APPROACHES TO MANAGEMENT. R. I. Levin and C. A. Kirkpatrick. McGraw 1965 refs (HD20/L665)

"This book is exactly what its title implies: an introduction to some of the quantitative techniques which today are playing an increasing role in decision making by management. It was written because of the need for an approach to these quantitative methods that is clear and understandable, yet sound and respectable." Author

421. THE QUESTION OF GOVERNMENT SPENDING; PUBLIC NEEDS AND PRIVATE WANTS. F. M. Bator. Harper 1960 (HJ7537/B334)

"The contention of this book is that much of our public discussion of the past few years about government spending has been beside the point; that whatever the right answers may be, we have not asked and have not been asked, the right questions. My plea is neither for less government spending, nor strictly speaking for more, but rather for clear thought about what is involved in the choice." Author

422. QUEUES AND INVENTORIES, A STUDY OF THEIR BASIC STOCHASTIC PROCESSES. N. U. Prabhu. Wiley 1965 refs (QA273/P895)

No abstract.

423. QUEUES, INVENTORIES AND MAINTENANCE; THE ANALYSIS OF OPERATIONAL SYSTEMS WITH VARIABLE DEMAND AND SUPPLY. P. M. Morse. (Publications in operations research, No. 1) Wiley 1958 refs (QA273/M886)

"The present volume, . . . , does not pretend to be an exhaustive treatise on queuing theory. Its purpose is primarily expository, to present enough of the concepts, to define some of the terms and to illustrate a few of the analytic techniques, so that the newcomer to the field can begin to find his way around, can start to solve his own problems." Author

424. THE RATIONAL MANAGER; A SYSTEMATIC APPROACH TO PROBLEM SOLVING AND DECISION MAKING. C. H. Kepner and B. B. Tregoe. McGraw 1965 refs (HD38/K38)

The scientific method is applied to business problem analysis and decision making. The "shot gun" and "brainstorming" approaches are examined and found lacking. A problem is considered as a deviation from a standard and its cause a change.

425. READINGS IN COST ACCOUNTING, BUDGETING, AND CONTROL.
W. E. Thomas. South-Western 2nd ed 1960 refs (HF5550/T463)

This book of readings is organized in two parts. The first part provides the background and underlying theory of accounting and budgeting as management planning and control tools. The second part of the book deals with problem areas of cost accounting and budgeting.

426. READINGS IN FINANCIAL ANALYSIS AND INVESTMENT MANAGEMENT.
E. M. Lerner. Irwin 1963 refs (HG4539/F491)

"All of the readings in this book were selected from articles that have appeared in the Financial Analysts Journal. This choice was deliberate. Each article reflects the thinking and practice of a leader in the investment community, for this book was designed to bring together the many facets of portfolio management and its handmaiden, security analysis, as the problems are perceived and discussed by professionals in the field." Author

427. READINGS IN FINANCIAL MANAGEMENT. E. J. Mock, ed. International Textbook 1964 refs (HG4011/M688)

"The purpose of this volume is to provide the student, professor and business executive with supplemental materials for the study of financial management. The book contains forty articles intend to serve: 1. As supplemental readings to a basic finance text. 2. As primary readings to accompany case problems in finance. 3. As primary readings in executive or management development courses or financial seminars." Editor

428. READINGS IN HUMAN RELATIONS. K. Davis and W. G. Scott, eds.
McGraw 2nd ed 1964 refs (HF5549/D262R)

This book presents a collection of readings in management human relations.

429. READINGS IN MANAGEMENT: LANDMARKS AND NEW FRONTIERS.
E. Dale, ed. McGraw 1965 (HD31/D139r)

The editor compiled this volume to provide supplemental readings for his book Management: Theory and Practice. He has included excerpts from

writings of Henry Fayol, Francois Bloch-Laine, Walther Rathenau, and Hans Domizlaff. Literature from the fields of economics, sociology, psychology, political science, philosophy and physics is included.

430. READINGS IN MANAGEMENT. M. D. Richards and W. A. Neilander. South-Western 2nd ed 1963 refs (HD30/R517)

No abstract.

431. READINGS IN MANAGERIAL PSYCHOLOGY. H. J. Leavitt and L. R. Pondy, eds. University of Chicago 1964 refs (HF5548.8/L439)

No abstract.

432. REAL TIME BUSINESS SYSTEMS. R. V. Head. Holt 1964 (HF5548.3/H432)

No abstract.

433. RECORDS MANAGEMENT AND FILING OPERATIONS. M. K. Odell and E. P. Strong. McGraw 1947 (HF5736/023)

"This book aims to assist management in recognizing the need for a records department with sufficient authority and control to make the functions of filing and record keeping distinct in the organizational structure. In addition, it furnishes suggestions to aid management in the establishment and organization of a records management department." Author

434. THE RECRUITMENT FUNCTION. R. H. Hawk. American Management Association 1967 (HF5549.5/H392)

"This book is an attempt to re-examine and describe the recruitment function from the viewpoint of overall business effectiveness. For general management, these pages spell out the nature and extent of the active participation and support required to make recruiting successful; significant improvements in efficiency and cost of operations can accrue when general management attention is given to the integration of the manning activity. For the recruiting manager or recruiter there are discussions of techniques." Author

435. THE RED EXECUTIVE; A STUDY OF THE ORGANIZATION MAN IN RUSSIAN INDUSTRY. D. Granick. Doubleday 1960 refs (HD70.R9/G759)

"In this book, we shall concentrate on two aspects of the managerial problems. Who are the managers? What is their education, their politics the base point from which they view the world? Secondly, what are the pressures and incentives which circumscribe their world? What do the managers have to accomplish, and how do they do it? How do Russian managers and their environment differ from what we see in America?" Author

436. REDUCING COSTS WITH MODERN MAINTENANCE MANAGEMENT; AN IEI ABSTRACT. R. I. Reul. Industrial Education Institute 1964 (HD69.M3/R443r)

No abstract.

437. RELIABILITY AND PRODUCT ASSURANCE: A MANUAL FOR ENGINEERING AND MANAGEMENT. R. R. Landers. Prentice 1963 (TA168/L255)

No abstract.

438. RELIABILITY ENGINEERING. W. H. Von Alven, ed. Prentice 1964 (TA168/A711)

"With the recognition of reliability and maintainability as vital factors in the development, production, operation and maintenance of today's complex systems, greater emphasis must be placed on the training of management, engineering, procurement and administrative personnel in the application of these concepts. The material in this volume has been prepared as a contribution to this important educational work." Editor

439. RELIABILITY ENGINEERING FOR ELECTRONIC SYSTEMS. R. H. Myers, K. L. Wong and H. M. Gordy. Wiley 1964 refs (TK7870/M613)

This book studies some of the problems of reliability engineering. It gives a background on the development of reliability engineering and some ideas on the management of the program.

440. RELIABILITY: MANAGEMENT, METHODS, AND MATHEMATICS.
D. K. Lloyd and M. Lipow. Prentice 1962 refs (TA168/L793)

"We have attempted to . . . present the fundamental concepts and considerations of the subject -- including such topics as important statistical methods, communication systems, and reliability activities." Author

441. RESEARCH AND DEVELOPMENT CONTRACTING. CONFERENCE ON
U.S. GOVERNMENT RESEARCH AND DEVELOPMENT CONTRACTS,
GEORGE WASHINGTON UNIVERSITY, 1962. Federal Publications
Inc 1963 (UG633/C748)

This is a collection of papers presented at the 1962 conference on U.S. Government Research and Development Contracts. The prominent role of science and technology in today's world has resulted in new relationships between Government and American industry. These papers discuss contractor selections, type of contract selection, and price or cost of contract determination.

442. THE RESEARCH AND DEVELOPMENT ENGINEER AS MANAGER. T.
Moranian. Holt 1963 refs (T175.5/M829)

No abstract.

443. RESEARCH AND DEVELOPMENT MANAGEMENT. T. W. Jackson and
J. M. Spurlock. Irwin 1966 refs (T175.5/J14)

This book discusses in detail the various facets of R&D management. Research is defined as the carefully oriented and organized investigation which seeks to extend current knowledge through the analytical and experimental discoveries and use of new facts. A chapter devoted to proposal preparation is included.

444. RESEARCH IN INDUSTRY: ITS ORGANIZATION AND MANAGEMENT.
C. C. Furnas, ed. Van Nostrand 1948 refs (T175/142)

This book contains articles by 33 contributors. Such varying aspects as organization charts, the selection of research projects, the research budget,

selection and administration of research personnel, relationship of the research department with other departments and patent policy are discussed.

445. RESEARCH MANAGEMENT: PRINCIPLES AND PRACTICES. J. E. Walters. Spartan Books 1965 refs (HD38/W235)

This book is mainly concerned with the development of industrial research and development. However, some consideration is given to research and development in government, in colleges and universities, and in independent commercial and nonprofit laboratories.

446. RESEARCH METHODOLOGY IN BUSINESS. J. F. Rummel and W. C. Ballaine. Harper 1963 refs (HD20/R937)

"The text presents the nature of scientific research so that it may be clearly understood, and uses as its basic approach the fundamental principles of problem solving. Here, collected together in one place and explained as clearly as possible are a number of general principles, techniques, and guides which successful investigators in various fields have found useful."
Author

447. RESEARCH METHODS IN ECONOMICS AND BUSINESS. R. Ferber and P. J. Verdoorn. Macmillan 1962 refs (H62/F346)

The book presents methods for solving research problems in business. Primarily a text book, it is, however, a helpful manual which provides researchers in business and industry with methods which are useful in situations. The appendix includes selected statistical tables which relate to the text.

448. THE RESEARCH REVOLUTION. L. S. Silk. McGraw 1960 refs (HC106.5/S583)

"The aim of this book is to consider the impact of the outpouring of research expenditures upon the American economy and our society generally."
Author

449. ROBERTS' DICTIONARY OF INDUSTRIAL RELATIONS. H. S. Roberts. BNA Incorporated 1966 refs (Ref/HD6971/R641)

"An attempt is made in this volume to provide a simple yet reasonably accurate explanation of terms and phrases currently used in the field of labor-management relations, brief summaries of important cases, short notes on international unions, and other items which might be of interest and help to a person seeking concise information in a single reference volume." Author

450. S.A.V.E. SYMPOSIUM AT WESCON/66; SYMPOSIUM RECORD: Presented at 1966 Western Electronic Show and Convention August 22nd and 23rd, Ambassador Hotel, Los Angeles. Western Electronic Show 1966 refs (Ref/HD47.5/S678)

Fourteen papers on value engineering are included in this volume of the Society of American Value Engineers (S.A.V.E.). Joint Government-contractor programs in value engineers are examined in several papers. "How the NASA-Contractor Cost Reduction Program Works" is of particular interest.

451. SAMPLING IN A NUTSHELL. M. J. Slonim. Simon and Schuster 1960 (HA33/S634)

"Sampling in a Nutshell" is slanted primarily at business and government executives, accountants and auditors. All these, it is believed, will find in this book many potential applications for sampling while absorbing the fundamental principles and terminology in relatively painless fashion." Author

452. SCHAUM'S OUTLINE OF THEORY AND PROBLEMS OF MATHEMATICS OF FINANCE. F. Ayres, Jr. Schaum 1963 (HF5681/A985)

No abstract.

453. SCIENCE, TECHNOLOGY AND MANAGEMENT; THE PROCEEDINGS OF THE NATIONAL ADVANCED-TECHNOLOGY MANAGEMENT CONFERENCE, SEATTLE, WASHINGTON, SEPTEMBER 4-7, 1962. F. E. Kast and J. E. Rosenzweig, eds. McGraw 1963 refs (TA168/N277)

"An analysis of the problems in managing large complex research and development programs. A discussion of a number of this nation's advanced

technology programs indicates areas that require further improvement in research and development management." The 1967 Research Administration Bookshelf, Research/Development, November 1967

454. SCIENTIFIC CREATIVITY: ITS RECOGNITION AND DEVELOPMENT. SELECTED PAPERS FROM THE PROCEEDINGS OF THE FIRST, SECOND AND THIRD UNIVERSITY OF UTAH CONFERENCES: THE IDENTIFICATION OF CREATIVE SCIENTIFIC TALENT. C. W. Taylor and F. Barron. Wiley 1963 refs (BF408/R432)

No abstract.

455. SCIENTIFIC DECISION MAKING IN BUSINESS; READINGS IN OPERATIONS RESEARCH FOR NONMATHEMATICIANS. A. Shuchman. Holt 1963 refs (HD20/S384)

No abstract.

456. SCIENTIFIC MANAGEMENT AND LABOR. R. F. Hoxie. Augustus M. Kelley Publishers 1966 (T58/H871)

The author investigated scientific management in its relations to labor for the United States Commission on Industrial Relations. He attempted to emphasize possible benefits, actual results in practice and the fundamental relations of labor welfare to scientific management.

457. SCIENTIFIC MANAGEMENT; COMPRISING SHOP MANAGEMENT THE PRINCIPLES OF SCIENTIFIC MANAGEMENT AND TESTIMONY BEFORE THE SPECIAL HOUSE COMMITTEE. F. W. Taylor. Harper 1947 (HD31/T241)

This is a reprint of three papers by Frederick W. Taylor, the founder of scientific management. "Prepared at different times and for different audiences and under circumstances that inspired different emphases, a study of all three is essential to one who seeks understanding of the dominant force that has guided the development of twentieth century management."

Harlow S. Person

458. SCIENTIFIC PROGRAMMING IN BUSINESS AND INDUSTRY. A. Vazsonyi. Wiley 1958 (HD38/V293)

This book is written for management personnel without advanced academic training in mathematics or science. The reader who makes a study of the book can expect to get a thorough understanding of what scientific programming is and what it means to the business world.

459. SCIENTIFIC RESEARCH: ITS ADMINISTRATION AND ORGANIZATION. G. P. Bush and L. H. Hattery, eds. American University 1950 refs (Q180/B978)

"This volume is adapted from the proceedings of the first Institute on Administration of Scientific Research and Development presented at Washington, D. C. by the American University with the cooperation of the National Research Council and the American Association for the Advancement of Science." Publisher

460. SCIENTISTS IN ORGANIZATIONS; PRODUCTIVE CLIMATES FOR RESEARCH AND DEVELOPMENT. D. C. Pelz and F. M. Andrews. Wiley 1966 refs (Q147/P393)

"This book is one of the first major studies to examine the relationship between a scientist's performance and the organization of his laboratory. Unlike many previous expositions about the best environment for technical people, the findings resulted from extensive analysis of factual data from a wide range of research personnel." Author

461. SECURITY ANALYSIS; PRINCIPLES AND TECHNIQUE. B. Graham, D. L. Dodd and S. Cottle. McGraw 4th ed 1962 refs (HG4521/G738)

"Devoted to the pragmatic aspects of security analysis and security selection in context of professional investment management. Gets down to the basics of selecting and rejecting securities for investment purposes . . . Substantial revision permits book to take a position on all major problems that exist today in the analysis and appraisal of common stocks. A very valuable book for anyone interested in the investment of securities." Publisher

462. A SELECTED ANNOTATED BIBLIOGRAPHY ON R&D MANAGEMENT. L. N. Goslin. (Indiana Business Information Bulletin No. 56) Indiana University Graduate School of Business 1966 refs (REF/Q180/G676)

"This bibliography provides the student of R&D, as well as the practitioner, with a valuable reference manual, which should serve as a guide for those in search of improved methods for dealing with current problems and for those about to initiate studies in the area of R&D. The coverage extends from trade journals to professional journals, from the engineering literature to the psychiatric literature." Author

463. SELECTED REFERENCES FOR CORPORATE PLANNING; ANNOTATED, WITH A PARTIAL LIST OF COMPANIES IN THE UNITED STATES AND CANADA WITH CORPORATE OR DIVISIONAL PLANNING ACTUALLY OR POTENTIALLY COMPREHENSIVE IN NATURE. M. C. Branch. American Management Association 1966 (Ref/Z7164.07/B816)

The references selected for inclusion in this book fall into three main categories: 1. Long-range corporate planning; 2. Functional planning; and 3. Environmental and background materials related to scientific business management and corporate planning.

464. SELECTING, PLANNING, AND MANAGING OFFICE SPACE. B. Robichaud. McGraw 1958 (HF5547/R654)

No abstract.

465. SELF-CORRECTING PROBLEMS IN FINANCE. R. I. Robinson and R. W. Johnson. R. & J. Press 1963 (HF5550/R663)

No abstract.

466. SMALL PLANT MANAGEMENT: A GUIDE TO PRACTICAL, KNOW-HOW MANAGEMENT, A SMALL PLANT COMMITTEE RESEARCH STUDY PREPARED UNDER THE AUSPICES OF THE MANAGEMENT DIVISION OF THE AMERICAN SOCIETY OF MECHANICAL ENGINEERS. McGraw-2nd ed. 1960 refs (TS155/A512)

"Working independently and entirely uninfluenced in the expression of their thoughts, the authors have produced a most interesting, useful, complete, and

integrated treatise on know-how management. It is their individual as well as composite expression of what should be best management for small plants and possibly also for larger ones." Author

467. THE SOCIAL PSYCHOLOGY OF INDUSTRY. J. A. C. Brown. Penguin Books 1954 refs (HF5548.8/B878)

"The title of this book adequately indicates its scope. It is concerned basically with the emotional aspects of human inter-relationships in industry, and lays no claim to be a study of industrial psychology as such. Nor does it set out specifically to give practical details of what might be done to improve conditions in industry. What I have tried to do is to put forward for the consideration of the factory manager, the personnel managers, the time and motion engineer and the interested laymen certain fundamental aspects of human nature and social organization which must be taken into account by anyone attempting to reorganize factory life." Author

468. SOCIAL RESPONSIBILITIES OF THE BUSINESSMAN. H. R. Bowen and F. E. Johnson. Harper 1953 refs (HD59/B786)

"This book is concerned with the role of businessmen in an economy of free enterprise. Its purpose is to explore the implications of the much-discussed 'concept of social responsibility' as applied to businessmen." Author

469. SOME THEORIES OF ORGANIZATION. A. H. Rubenstein and C. J. Haberstrof. Irwin 1960 refs (HD31/R895)

This book deals with the same subject matter as Organizations by J. G. March and H. A. Simon, and the same theoretical terms are included in both indexes. March and Simon present an inventory of the present state of organization theory while this book offers an introduction to the research process itself. The book consists of articles by many contributors including some classical readings in management theory.

470. SOURCES OF BUSINESS INFORMATION. E. T. Coman, Jr. University of California rev ed 1964 refs (Ref/Z7164.C81/C728)

"The purpose of this book is to provide the reader with the means both of locating that elusive statistic or essential bit of information to answer a specific problem, and of gaining a broad picture of the business situation that will enable him to evaluate his own position. Furthermore he is given the key to many storehouses of information---public libraries, special libraries, and reference sources presented in yearbooks and handbooks." Author

471. SPECIAL REPORTS ON MAJOR BUSINESS PROBLEMS. Editors of BUSINESS WEEK. McGraw (HF5001/B979)

The Editors of "Business Week" have re-printed 16 special reports in this book. Computer technology consultants, market research, NASA, Latin America, and Congress are among the topics covered.

472. STAFF IN ORGANIZATION. E. Dale and L. F. Urwick. McGraw 1960 refs (HF5549/D139)

The writers discuss "how to make best use of staff and improve its relations with the line. The purpose of this book is to suggest some ways to resolve this problem." Preface

473. THE STAFF ROLE IN MANAGEMENT; ITS CREATIVE USES. R. C. Sampson. Harper 1955 refs (HD31/S192)

"This book attempts a synthesis by adopting, adapting, and consolidating through experimentation and experience the best thinking of outstanding students of management . . . It is an attempt to indicate potentialities for a different way of doing staff work. To get to fundamentals, so vital to the future of staff work, we must range widely -- to cover in part most of the staff work as it is now known -- and we must dig deeply -- to get below superficialities, trimmings, and generalities." Author

474. STATE TAXATION OF GOVERNMENT CONTRACTORS. K. E. Wolf. Commerce Clearing House 1964 (HJ2385/W854)

No abstract.

475. STATISTICAL ANALYSIS FOR BUSINESS AND ECONOMICS. L. J. Kazmier.
McGraw 1967 (HA29/K23)

No abstract.

476. STATISTICAL FORECASTING FOR INVENTORY CONTROL. R. G. Brown.
McGraw 1959 refs (HF5681.S8/B879)

No abstract.

477. STATISTICAL MANAGEMENT OF INVENTORY SYSTEMS. H. M. Wagner.
Wiley 1962 refs (HD55/W133)

"The reader will discover that this monograph is essentially a mathematical approach to problems of management control of complex systems . . . By the very nature of the analysis, all that can be expected is an exploration of fundamental and hopefully general properties of management control mechanisms . . . The guiding theme of this monograph is an exploration of how managerial control can be exercised in the operation of a large-scale inventory system; in particular, the methods embraced are those based on statistical aggregates and indices." Author

478. THE STATISTICAL METHOD IN BUSINESS; APPLICATIONS OF PROBABILITY AND INFERENCE TO BUSINESS AND OTHER PROBLEMS.
F. A. Ekeblad. Wiley 1962 (HA29/E36)

No abstract.

479. STATISTICS AS APPLIED TO ECONOMICS AND BUSINESS. R. H. Wessel
and E. R. Willett. Holt 1959 (HA29/W511)

No abstract.

480. STIMULUS. N. P. Ruzic, ed. Scientific Research Publishing Co.
1960 (Q171/I42)

This is a collection of 16 chapters from Industrial Research Magazine. The section on psychology in industry explores various aspects of research and development management. The chapter on "Business Decision Making" is particularly interesting.

481. STREAMLINING YOUR EXECUTIVE WORKLOAD. R. Josephs. Prentice 1958 (HF5351/J83)

This is a "down-to-earth" book full of practical advice on more effective ways of using time. Everything from scheduling to handling interruptions is covered. The major premise is that to streamline the workload one must plan effectively and break down the plan into its components.

482. THE STRUCTURE OF HUMAN DECISIONS. D. W. Miller and M. K. Starr. Prentice 1967 refs (HD69/M647)

"This book examines the structure of decision problems from the viewpoint of an integrated theory of decisions. Within this framework, a logical, rational approach is blended together with scientific methodology. Using only the most elementary mathematics, the reader learns: 1. How to recognize the appropriate classification for a decision problem, and 2. How to approach problems of each class in accord with the present theory." Author

483. STUDIES IN APPLIED PROBABILITY AND MANAGEMENT SCIENCE. K. J. Arrow, S. Karlin and H. Scarf. Stanford University 1962 refs (HD38/A778)

"This volume contains a series of individual research papers in the area of applied probability and management science. Contributions are made to inventory theory, queuing and dam theory, replacement and maintenance problems, reliability structures, and capital policy." Editors

484. SUCCESSFUL ENGINEERING MANAGEMENT; MODERN TECHNIQUES FOR EFFECTIVE AND PROFITABLE DIRECTION OF THE ENGINEERING FUNCTION. T. G. Hicks. McGraw 1966 refs (TA190/H631)

No abstract.

485. **SUCCESSFUL OFFICE AUTOMATION.** R. W. Fairbanks. Prentice 1956 (HF5548/F164)

This book was written to serve as an outline for a formal program of evaluating and placing all factors that must be considered in an office automation program in easily visualized relation to each other. It explains what automation actually is and is not, in relation to an office.

486. **SUPERVISORS SAFETY MANUAL; BETTER PRODUCTION WITHOUT INJURY AND WASTE FROM ACCIDENTS.** National Safety Council. 3rd ed 1967 refs (T55/N277m)

"The Manual reflects the experience of many engineers of the National Safety Council's Industrial Department who have worked with supervisors and safety-men in setting up effective safety programs . . . To increase the effectiveness of the Manual, much detailed material has been included. It is not the purpose of the Manual to serve as a complete handbook; it attempts, rather, to set forth the important points to be considered by a safety-minded supervisor." Publisher

487. **SUPPLY MANAGEMENT.** G. C. Adams and H. B. Yoshpe. U. S. Industrial College of the Armed Forces 1965 refs (UC263/U58)

No abstract.

488. **THE SUPREME COURT AND AMERICAN ECONOMIC LIFE.** B. M. Ziegler, ed. Row, Peterson 1962 refs (HF1201/Z66)

This book consists of cases which deal with economic problems. They are arranged in historical sequence and show the attitude of the Court to fundamental changes in our social and economic structure. One important principle is made clear: the protection of private property against any infringements has been a constant concern of the Supreme Court.

489. **SYSTEM ENGINEERING HANDBOOK.** R. E. Machol, ed. McGraw 1965 refs (TA168/M151)

This handbook on system engineering includes chapters on management, economics and reliability which would be valuable to managers.

490. SYSTEMS ANALYSIS; A DIAGNOSTIC APPROACH. V. C. Hare. Harcourt
1967 refs (TA168/H275)

"Systems analysis is the selection of elements, relationships, and procedures to achieve a specific purpose; some examples include the use of road maps to reach a specific city, office procedures to communicate information, and equipment combinations to handle a given set of jobs. This text surveys the field of systems analysis for the business student. The materials used are also applicable to most industrial, military and administrative systems, and thus will be of interest to administrative, engineering, operations research, management science and computer personnel." Author

491. SYSTEMS ANALYSIS FOR BUSINESS AND INDUSTRIAL PROBLEM SOLVING.
S. L. Optner. Prentice 1965 refs (HD38/062s)

"This book is intended to be useful to both the specialist and the generalist. The specialist in business and governmental activities may find the structure I have imparted to systems technology and problem solving of value in particular problems. The generalist may find the broad concepts useful in poorly-defined problems of broad scale. To assist in the application of the problem-solving concepts, I have tried to define the vocabulary of systems and problem solving explicitly. In addition, many examples have been included, some from areas other than business and government, to illustrate the subject matter." Author

492. SYSTEMS ANALYSIS FOR BUSINESS MANAGEMENT. S. L. Optner.
Prentice 1960 refs (HD38/062)

"In addition to providing a useful frame of reference in complex problem areas, the systems approach became a powerful analytic tool in problem identification and problem solving. This book, therefore, has a dual purpose; To contribute to a general systems theory in the field of business management, and to provide a practical means of understanding and applying the fundamentals of systems analysis in the business environment." Author

493. SYSTEMS ANALYSIS IN ORGANIZATIONAL BEHAVIOR. J. A. Seiler.
Irwin 1967 refs (HF5548.8/S461)

"The book is organized around a central idea that organizational behavior can most adequately be thought of as occurring in a system of interdependent forces, each of which can be analyzed and set in the perspective of other forces." Author

494. SYSTEMS AND PROCEDURES; A HANDBOOK FOR BUSINESS AND INDUSTRY. V. Lazzaro, ed. Prentice 1959 (HF5547/L432)

"The objective of this Handbook is to bring together information on the various systems and procedures techniques--such as work measurement, forms control, and systems analysis--into a single, comprehensive volume that can be used as a ready reference guide by readers interested in acquiring a general knowledge of the subject. The book is particularly useful for students of systems and procedures, and for staff personnel responsible for making management and operating studies and related improvements. Each chapter was written specifically for this book by a recognized authority in the field, thereby making it possible to produce a comprehensive work on systems and procedures. Author

495. SYSTEMS AND PROCEDURES RESPONSIBILITY; AN ADMINISTRATIVE VIEW OF THE DIVISION OF RESPONSIBILITY BETWEEN OPERATING PEOPLE AND SPECIALISTS FOR SYSTEMS AND PROCEDURES WORK. P. H. Thurston. Harvard University 1959 (HD31/T546)

This book illustrates the need for a better understanding and more effective relationship between line and staff in both the planning and implementation stages of systems work. Some guidelines to help executives resolve the conflict are given.

496. SYSTEMS AND SIMULATION. D. N. Chorafas. Academic 1965 (QA402/C551)

"A fundamental study of the theory and application of mathematical simulation in man-made systems, this book begins with mathematical abstraction, the establishment of simulation studies and the development and use of mathematical models. It contains practical information on writing and testing equations and the collection and analysis of data for systems. After specific case studies in industrial systems, military operations, traffic and cargo problems, and in hydraulic applications, the book concludes with the supplementary use of analog media in scientific investigation." IAA

497. **SYSTEMS CONTRACTING; A NEW PURCHASING TECHNIQUE.** R. A. Bolton. American Management Association 1966 (HF5437/B694)

"Essentially a purchasing concept, Systems Contracting results in an agreement between buyer and seller which is then called a Systems Contract. . . A Systems Contract is a total corporate technique designed to assist the buyer and seller to improve the reordering of repetitive use materials or services with an absolute minimum of administrative expense and with the maintenance of adequate business controls . . . " Author

498. **SYSTEMS MANAGEMENT FOR GREATER PROFITS AND GROWTH.** C. J. Minnich and O. S. Nelson. Prentice 1966 (HD20.5/M663)

"This book is based on the fundamental principles of scientific management. It modifies them to fit the problems of the office and expands them to meet specific requirements of the clerical operation and data processing. In short, it provides a 'blueprint for action' in office operations." Introduction

499. **SYSTEMS PHILOSOPHY.** D. O. Ellis and F. J. Ludwig. Prentice 1962 refs (TA168/E47)

"It is the intent of the text portion of this book to provide a discussion of the major key points and probable trends in systems technology; to make them intelligible to both management and the public; and to furnish a general survey of the subject to the scientific generalists and specialists evolving the technology. To this end, technical detail has, for the most part, been relegated to Appendixes." Author

500. **TECHNICAL DATA REQUIREMENTS FOR SYSTEMS ENGINEERING AND SUPPORT.** T. F. Walton. Prentice 1965 refs (TA168/W241)

"A systems engineering approach for effectively correlating the total system data needed in complex system development programs is described which is intended for managerial, supervisory, and operating personnel, as well as beginners in the field of data activities. The text is concerned with all forms of technical data needed in all phases of systems engineering efforts, system programs, but with special reference to the technical data needed for a typical military (principally Air Force) or Space System . . . " IAA

501. THE TECHNICAL PROGRAM MANAGER'S GUIDE TO SURVIVAL. M. Silverman. Wiley 1967 (T56/S587)

No abstract.

502. TECHNIQUES OF VALUE ANALYSIS AND ENGINEERING. L. D. Miles McGraw 1961 refs (HD47/M643)

This text explains the philosophies and concepts of value analysis. It concentrates on techniques which help identify cost as unnecessary, and discusses the effects of value engineering on total business activity.

503. TECHNOLOGICAL PLANNING ON THE CORPORATE LEVEL; PROCEEDINGS OF A CONFERENCE SPONSORED BY THE ASSOCIATES OF THE HARVARD BUSINESS SCHOOL. SEPTEMBER 8 AND 9, 1961. J. R. Bright, ed. Harvard University 1962 (HD38/B855)

This book consists of 13 papers which illustrate both the broad viewpoint of corporate philosophy and specific tasks such as evaluating research proposals and results. Decision making, planning and evaluating are all discussed in separate papers.

504. TEXTBOOK OF OFFICE MANAGEMENT. W. H. Leffingwell and E. M. Robinson. McGraw 3rd ed 1950 (HF5547/L493)

This book provides a guide to the management of office work. The material is arranged in logical order. The book shows the relation of the office to business and analyzes the various functions of office management.

505. A TEXTBOOK ON GOVERNMENT AND BUSINESS. G. O. Dykstra and L. G. Dykstra. Callaghan 1939 refs (HD3616.U47/D996)

This book is one of the standard texts on government and business relations. Although it was written in 1939 the book is still useful for those who wish to study the history of government business relations and gain a foundation for understanding the evolution of government and business.

506. THE THEORY AND MANAGEMENT OF SYSTEMS. R. A. Johnson, F. E. Kast and J. E. Rosenzweig. McGraw 2nd ed 1967 refs (HD20/J67t/1967)

"During the past few years there have been several new approaches to improving management, e.g., organization theory, decision theory, planning theory, and the behavioral theory of the firm. Each of these philosophies has helped to sharpen management; however, there is still a pressing need for an operative theory of management. It is our purpose to describe such a philosophy, the concept of managing by system." Author

507. THE THEORY AND PRACTICE OF INDUSTRIAL RESEARCH. D. B. Hertz. McGraw 1950 refs (T175/H576)

"This study undertakes to isolate the elements of the research process and then to construct an industrial research methodology. A pioneer work in the field. Particularly useful to research administrators is the chapter on "Internal Relationships in the Research Group." The 1967 Research Administration Bookshelf, Research/Development, November 1967.

508. THE THEORY OF BUSINESS ENTERPRISE. T. Veblen. Scribner 1904 refs (HF5351/V395)

"Written by one of the most noted and original American thinkers, this stimulating book analyzes the development of the industrial system and describes the influence of business principles and practice on such basic aspects of our civilization as law, politics, warfare, education, literature and the press." Publisher

509. A THEORY OF LEADERSHIP EFFECTIVENESS. F. E. Fiedler. McGraw 1967 refs (HM141/F452)

"This book summarizes the results of a fifteen-year program of research on leadership and a theory of leadership effectiveness which seeks to integrate these findings. In a sense, this is a progress report of a continuing research enterprise in which a large number of my colleagues and students have been, and still are, actively participating. The editorial "we" is, therefore, more than a polite form. It is an explicit recognition of the fact that research of this nature is of necessity a team effort." Author

510. THEORY OF MANAGERIAL FINANCE; SELECTED READINGS. R. E. Ball and Z. L. Melnyk, eds. Allyn and Bacon 1967 (HG4026/B187)

"The readings in this volume are chosen for their direct application to the major areas of financial management in this expanding universe of responsibilities that is being uncovered by increasing research with quantitative tools of analysis. These readings are superimposed on sharpened qualitative concepts as re-examined and redefined with the improved understanding of the finance function. Some aspects of financial management are purposely omitted in this range of readings because we wish to emphasize depth and sophistication of analysis and the contribution of the growing literature which is properly within the scope of a Theory of Managerial Finance." Editors

511. THEORY OF SCHEDULING R. W. Conway, W. L. Maxwell and L. W. Miller. Addison-Wesley 1967 refs (TS155/C767)

"This is a first attempt to organize the work that has been done on scheduling. Also, since the field has long needed consistency of terminology and a reasonable taxonomy, we hope that this book will provide a start in that direction. We have tried to summarize much of what has been done in scheduling, to identify some of the interesting problems that have not yet been dealt with, and to place them in context with existing work." Author

512. THE THEORY OF WAGES. P. H. Douglas. Kelly & Millman. 1957 refs (HD4909/D735)

"This book was first published in 1934 and represented a decade of inductive work on my part in the field of wage theory and an attempt to determine the basic quantitative laws of production and distribution." Senator P. H. Douglas, U. S. Senator from Illinois and formerly professor of economics at the University of Chicago.

513. THOMAS REGISTER OF AMERICAN MANUFACTURERS. Thomas Publishing Co. 7 Vols (Ref/T12/T454)

This Register, published annually, lists the products of American manufacturers who sell their products or services nationally or internationally. There is also a section listing trade names.

514. TODAY'S INFORMATION FOR TOMORROW'S PRODUCTS; AN OPERATIONS RESEARCH APPROACH. G. K. Chacko. Thompson 1966 refs (HD20.5/C431)

"This work deals with operations research rather than with an assortment of mathematical techniques. It is concerned with strategies of policy rather than with techniques of suboptimization. It develops an integrated way of looking at widely varying entities which enter into making decisions today for tomorrow's products - - consumer products, durable goods, weapons systems, space technology, and many types of services. Illustrations are drawn from real life. Information systems are set up which incorporate accepted classifications such as the Standard Industrial Classification System (SIC)." Author

515. TOP MANAGEMENT HANDBOOK. H. B. Maynard. McGraw 1960 (HD30/M471)

No abstract.

516. TOTAL JOB TRAINING; A MANUAL FOR THE WORKING MANAGER. P. M. Stokes. American Management Association 1966 (HF5549.5.T7/S874)

"This book is for those managers responsible for training employees and improving productivity. It explains thoroughly how to plan and set up a training program, choose the correct teaching methods and coaching approaches, gain the respect and confidence of trainees, and correct mistakes through questioning." Publisher

517. TOTAL QUALITY CONTROL: ENGINEERING AND MANAGEMENT; THE TECHNICAL AND MANAGERIAL FIELD FOR IMPROVING PRODUCT QUALITY, INCLUDING ITS RELIABILITY, AND FOR REDUCING OPERATING COSTS AND LOSSES. A. V. Feigenbaum. McGraw 1961 (TS156.Q3/F297)

"It is the purpose of this book to review the total field of quality control in depth. Quality control is presented as a body of technical, analytical, and managerial knowledge. It is discussed from the business point of view, with regard to the economics of cost and profit as well as to organization and management. It is considered in terms of a thorough review of the kinds of engineering activities that must be carried on." Author

518. TOTAL SYSTEMS: CHARACTERISTICS AND IMPLEMENTATION. C. C. Wendler. Systems & Procedures Association 1966 refs (HF5353/W471)

"The search for improved systems concepts and means of implementation must be continuous if industry and government are to derive maximum benefits from the constant improvements made in today's computers, as well as from investments in computers and systems connected therewith. This study deals with the use of a computer in the application of an improved systems concept -- 'the total systems concept' -- for accounting, statistical, and management information systems. Specifically, the purpose of this study is first to identify characteristics of total systems in business, and then to develop fundamental tenets underlying their implementation." Author

519. TOUGH-MINDED MANAGEMENT. J. D. Batten. American Management Association 1963 (HD38/B335)

The author has attempted to point out all of the main ingredients needed by a manager to generate profits and growth in a competitive world. Motivation, control and business ethics are discussed.

520. TOWARD A UNIFIED THEORY OF MANAGEMENT; A SYMPOSIUM HELD AT THE GRADUATE SCHOOL OF BUSINESS ADMINISTRATION, UNIVERSITY OF CALIFORNIA, LOS ANGELES, NOVEMBER 8 AND 9, 1962. H. Koontz, ed. McGraw 1964 refs (HD30/K82)

No abstract.

521. TRAFFIC MANAGEMENT. K. U. Flood. Brown 2nd ed 1963 refs (HF5761/F631)

No abstract.

522. TRAINING AND DEVELOPMENT HANDBOOK. R. L. Craig and L. R. Bittel, eds. McGraw 1967 refs (HF5549.5T7/C886)

"This handbook is, we believe, the first comprehensive collection of knowledge from leading practitioners in the field of personnel training and development. Its purpose is to provide a broad reference source for those responsible

for developing human resources in any organization . . . We have tried to make this handbook a reference from the overall viewpoint of the employer organization. The levels of training covered range from apprentices to top executives. We have included much advanced material for the sophisticated manager of a large training staff and we have included the fundamentals of training for the beginning or part-time trainer." Editor

523. **TRAINING FOR DEVELOPMENT.** R. P. Lynton and U. Pareek. Irwin 1967 refs (HF5549.5.T7/L989)

"The training and development themes overlap and intertwine throughout the book. Both are strongly contrapuntal; they call for new divergent elements to make a change. We see training institutions as having this basic function of demonstrating societies in miniature . . . The book has five parts. Part I differentiates training from other instructional activities and then traces the contribution to the training process . . . In Parts II, III and IV we look at the training process from the point of view of the trainers. Parts V encompasses the training institution as a whole." Author

524. **UNION POLICIES AND INDUSTRIAL MANAGEMENT.** S. H. Slichter. The Brookings Institution 1941 refs (HD6483/S633)

"In its present form, the volume presents a comprehensive discussion of both the content and the process of collective bargaining except as to wage rates." Edwin G. Nourse

525. **UNIONS, MANAGEMENT, AND THE PUBLIC.** E. W. Bakke, C. Kerr and C. W. Anrod. Harcourt 2nd ed 1960 refs (HD6508/B168)

This book presents a systematic discussion of the major subjects studied in labor problems and industrial relations. The writings of 123 authors are represented in this text. The use of articles by specialists provides the reader with authoritative and stimulating discussions and also presents opposing points of view on controversial subjects.

526. **UNITED STATES GOVERNMENT CONTRACTS AND SUBCONTRACTS.** J. Paul. Joint Committee on Continuing Legal Education of the American Law Institute and the American Bar Association 1964 refs (HD3858/P324)

No abstract.

527. UNITED STATES GOVERNMENT ORGANIZATION MANUAL. 1967/1968
GPO (JK421/U58)

"The United States Government Organization Manual is the official organization handbook of the Federal Government. It contains sections describing the agencies of the legislative, judicial, and executive branches. It also contains brief descriptions of quasi-official agencies and of selected international organizations." Robert H. Bahmer

528. VALUE ANALYSIS, VALUE ENGINEERING; THE IMPLICATIONS FOR MANAGERS. W. D. Falcon, ed. American Management Association 1964 (HD47.5/F181)

This book consists of chapters written by different authorities in the fields of value analysis and value engineering. A chapter entitled "Value Engineering and the Department of Defense" should interest government managers. The book delves into the considerations which influence the success and operation of a value engineering program.

529. VALUE ENGINEERING, 1959; EIA CONFERENCE ON VALUE ENGINEERING, UNIVERSITY OF PENNSYLVANIA, OCTOBER 6 AND 7, 1959. Engineering Publishers 1959 (T58/E38)

The EIA (Electronic Industries Association) sponsored this conference on value engineering. The relationship between the Department of Defense and value engineering is explored in several papers.

530. VALUE ENGINEERING IN MANUFACTURING. J. W. Greve and F. W. Wilson, eds. Prentice 1967 refs (TS156.V3/V215)

Eleven articles by twenty-four experts make up this book which gives the background, principles, meaning and analysis of functions, and other significant aspects of value engineering.

531. VALUE ENGINEERING, VOLUME 2; BASED ON THE SECOND ELECTRONIC INDUSTRIES ASSOCIATION CONFERENCE ON VALUE ENGINEERING, ANAHEIM, CALIFORNIA. R. S. Mandelkorn, ed. Engineering Publishers 1961 (Ref/T58/E38)

"The purpose of this book is to assist all readers to move forward in Value Engineering. Several chapters have been carefully planned to provide com-

prehensive, direct, useful, and organized information to newcomers to the field. Other chapters supply material of direct value to those already practicing Value Engineering. All of the chapters have been written by men with solid experience having strong feelings for the needs of industry and the military services." Editor

532. WAREHOUSE OPERATIONS PLANNING AND MANAGEMENT. A. J. Briggs. Wiley 1960 (HF5485/B854)

This book is designed as a step-by-step guide through the various stages of layout or modernization. Space planning, equipment, storage aids, operational procedures and management reports are all discussed in detail as they apply to warehouse operations.

533. THE WEAPONS ACQUISITION PROCESS; AN ECONOMIC ANALYSIS
M. J. Peck and F. M. Scherer. Harvard University 1962 refs
(HD9743/P367)

No abstract.

534. THE WEAPONS ACQUISITION PROCESS; ECONOMIC INCENTIVES.
F. M. Scherer. Harvard University 1964 refs (HD9743/S326)

No abstract.

535. WEST COAST CONFIGURATION MANAGEMENT SYMPOSIUM. THEME:
CONFIGURATION ASSURANCE-QUALITY'S CONTRIBUTION TO SYSTEMS
MANAGEMENT. FIRST TECHNICAL CONFERENCE AUGUST 19-20,
1965 American Society for Quality Control. v. 1 1965 refs (TS156.Q3/
W516)

This book contains a number of articles by members of the Department of Defense. An article entitled "NASA's Views on Configuration Management" is included (p. 139-140).

536. WHO'S WHO IN COMMERCE AND INDUSTRY. Institute for Research in
Biography. 1964-1965 refs (HF3023.A2/W628)

This directory contains a roster of ranking executives with career sketches and an alphabetical listing of selected leading businesses.

537. THE WILL TO MANAGE; CORPORATE SUCCESS THROUGH PROGRAMMED MANAGEMENT. M. Bower. McGraw 1966 refs (HD31/B786)

The author has used experiences of many managers to illustrate simple, fundamental and well known management processes which help achieve business success. A very readable, nontechnical book about successful business management.

538. WORK AND AUTHORITY IN INDUSTRY; IDEOLOGIES OF MANAGEMENT IN THE COURSE OF INDUSTRIALIZATION. R. Bendix. Wiley 1956 refs (HT685/B458)

"This book deals with ideologies of management which seek to justify the subordination of large masses of men to the discipline of factory work and to the authority of employers . . . The present study views industry as more or less efficient organizations for the production of commodities or the provision of services. It explores the historical and social preconditions which make such organizations possible and which affect their characteristic operations." Author

539. WORK DESIGN. G. Nadler. Irwin 1963 refs (HD38/N137)

"Work Design concerns the study and design of any type of management or work system in any type of organization. A work system brings together technical competences, in the form of people and equipment, to achieve the organization's function or purposes, or subfunctions or subpurposes. This book covers the concepts of work system design with only sufficient comments on management to make the design concepts operable in an organization." Author

540. WORK MEASUREMENT AND COST CONTROL. C. F. Graham. Pergamon 1965 (T60.W6/G738)

No abstract.

541. WORK SAMPLING. R. M. Barnes. Wiley 2nd ed 1957 (T60.T5/B261)

No abstract.

542. WORK SAMPLING. R. E. Heiland and W. J. Richardson. McGraw 1957 (T60.T5/H446)

No abstract.

543. WORK SYSTEMS DESIGN: THE IDEALS CONCEPT. G. Nadler. Irwin 1967 (T60.W55/N137)

IDEALS is an acronym for Ideal Design of Effective and Logical Systems. This concept revolves around three points: (1) A universal definition of systems that fits hardware or software situations (2) A design strategy that produces better results than any other approach and (3) A program for involving people at all levels in systems design.

544. WORKING WITH PEOPLE; HUMAN RELATIONS FOR THE PLANT AND OFFICE SUPERVISOR. A. Uris and B. Shapin. Macmillan 1949 (BF636/U76)

No abstract.

545. YOUR ATTITUDE IS SHOWING. E. N. Chapman. Science Research Associates 1964 (HF5549/C466)

No abstract.

546. ZERO DEFECTS; DOING IT RIGHT THE FIRST TIME. American Management Association 1965 (HF5549.5/A919)

No abstract.

547. ZERO DEFECTS; A NEW DIMENSION IN QUALITY ASSURANCE. J. F. Halpin. McGraw 1966 (TS156.Q3/H195)

No abstract.

APPENDIX A LIST OF PERIODICALS

The following periodicals available in the KSC Library are devoted to management methods, techniques, and procedures or contain articles which are otherwise related to management.

**ACADEMY OF MANAGEMENT JOURNAL
THE ACCOUNTING REVIEW
ADMINISTRATIVE MANAGEMENT
AEROSPACE MANAGEMENT
AEROSPACE TECHNOLOGY
ARMED FORCES MANAGEMENT
ASSOCIATION FOR COMPUTING MACHINERY JOURNAL
AUTOMATION
BUSINESS AUTOMATION
BUSINESS MANAGEMENT
BUSINESS PERIODICALS INDEX
BUSINESS WEEK
CANADIAN OPERATIONAL RESEARCH SOCIETY JOURNAL
COMMERCE BUSINESS DAILY
COMPUTER DIGEST
COMPUTER WORLD
COMPUTERS AND AUTOMATION
COMPUTING REVIEWS
CONGRESSIONAL QUARTERLY WEEKLY REPORT
CONGRESSIONAL RECORD
DATA
DATA PROCESSING DIGEST
DATA PROCESSING MAGAZINE
DATA SYSTEMS**

DATAMATION
DUNS REVIEW
EDP WEEKLY (ELECTRONIC DATA PROCESSING)
EMPLOYMENT AND EARNINGS AND MONTHLY REPORT ON THE LABOR FORCE
ENGINEERING NEWS-RECORD
FEDERAL ACCOUNTANT
FINANCIAL EXECUTIVE
FORTUNE
HARVARD BUSINESS REVIEW
IEEE TRANSACTIONS ON ENGINEERING MANAGEMENT
IEEE TRANSACTIONS ON SYSTEMS SCIENCE AND CYBERNETICS
INDUSTRIAL RESEARCH
INSTRUMENTATION TECHNOLOGY
INSTRUMENTS AND AUTOMATION
INTERNATIONAL ABSTRACTS IN OPERATIONS RESEARCH
IRON AGE
LEGISLATIVE ACTIVITIES REPORT (NASA)
MANAGEMENT SERVICES
MARKETING/COMMUNICATIONS
MILL AND FACTORY
MODERN MAINTENANCE MANAGEMENT
MODERN OFFICE PROCEDURES
MOODY'S INDUSTRIALS
MOODY'S TRANSPORTATION
NEWS FRONT
NEWSWEEK
OPERATIONS RESEARCH

PERSONNEL JOURNAL
PUBLIC ADMINISTRATION REVIEW
PURCHASING MAGAZINE
RESEARCH/DEVELOPMENT
RESEARCH MANAGEMENT
REVIEWS OF DATA ON SCIENCE RESOURCES
SPACE/AERONAUTICS
SPACE BUSINESS DAILY
SYSTEMS
TIME
U.S. NEWS AND WORLD REPORT
WALL STREET JOURNAL
WEEKLY COMPILATION OF PRESIDENTIAL DOCUMENTS

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